

BUSINESS STRATEGY

BRAND STRATEGY

BRAND IDENTITY ORIGINATION

Tip tip top of mind



expert ease



NAMING
SOLUTIONS

Emplicit

Implicitly connected to client success and eliciting new opportunities, Emplicit ensures that regulated products are ‘licit’ (i.e. not illicit); meaning that they’re compliant with marketplace rules and regulations, and the law. A full service agency that takes sales to the next level, Emplicit is an Ecommerce Maximisation Partner – hence the ‘EMP’.

Pense

Pense is a fintech scale-up that’s delivering automated retirement advice to a mass market. When operating within a highly regulated industry every detail matters. With this in mind and combined with an old adage, Pense helps people take care of the pennies so that the pounds look after themselves. The name is a play on the monetary unit, ‘pence’, and the French for ‘think’. Pense stands for ‘pensions that make sense’.

890 by Capgemini

890 is Capgemini’s predictive analytics platform. Just like the infinitely scalable, insights-based business of 890, this name requires an insight to access its meaning. The name is intentionally coded and reflects big data and analytics. If ninety is applied to eight; if eight is turned to ninety degrees, an infinity symbol is created.

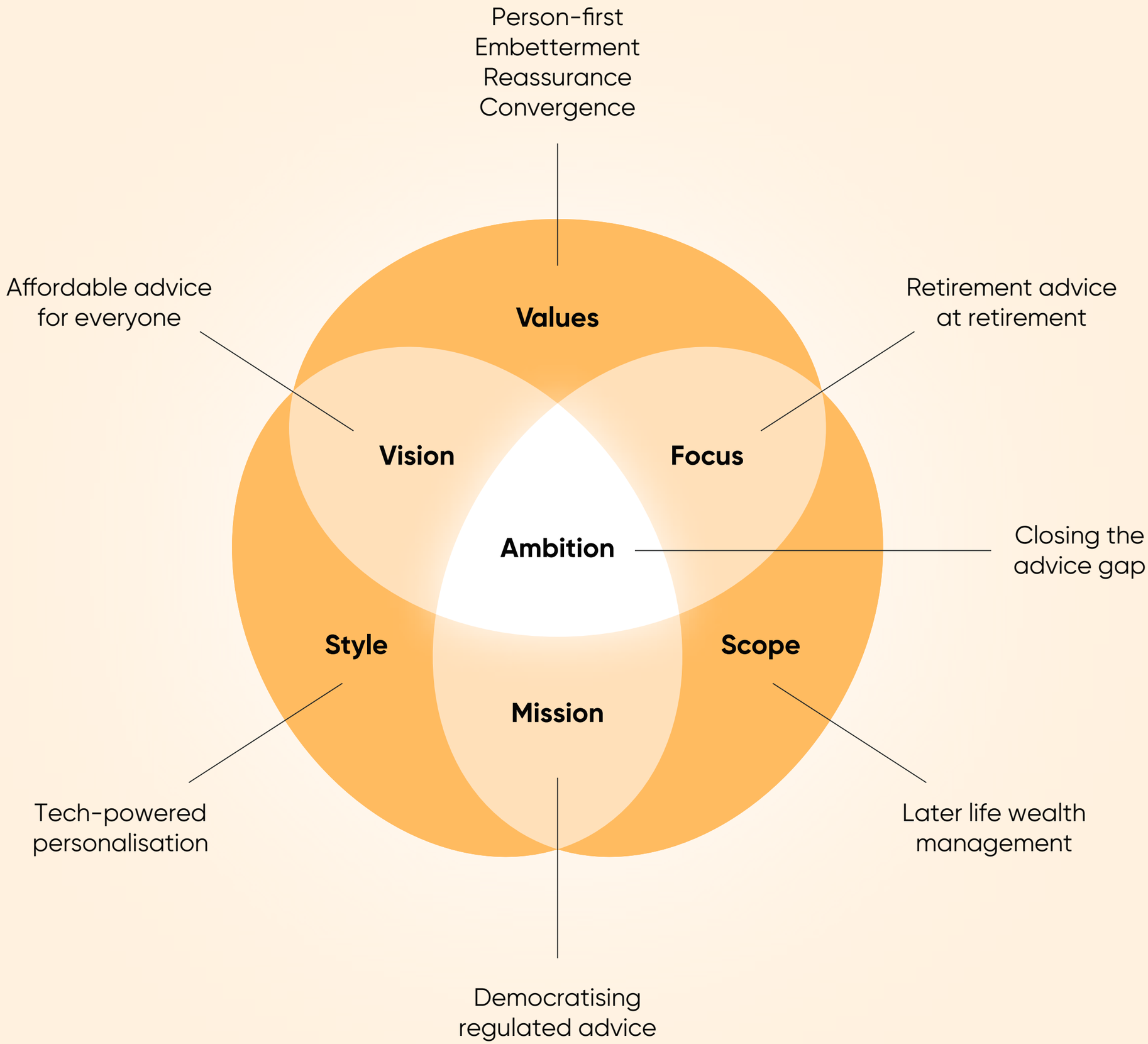
10K60

packinetics

hootsling

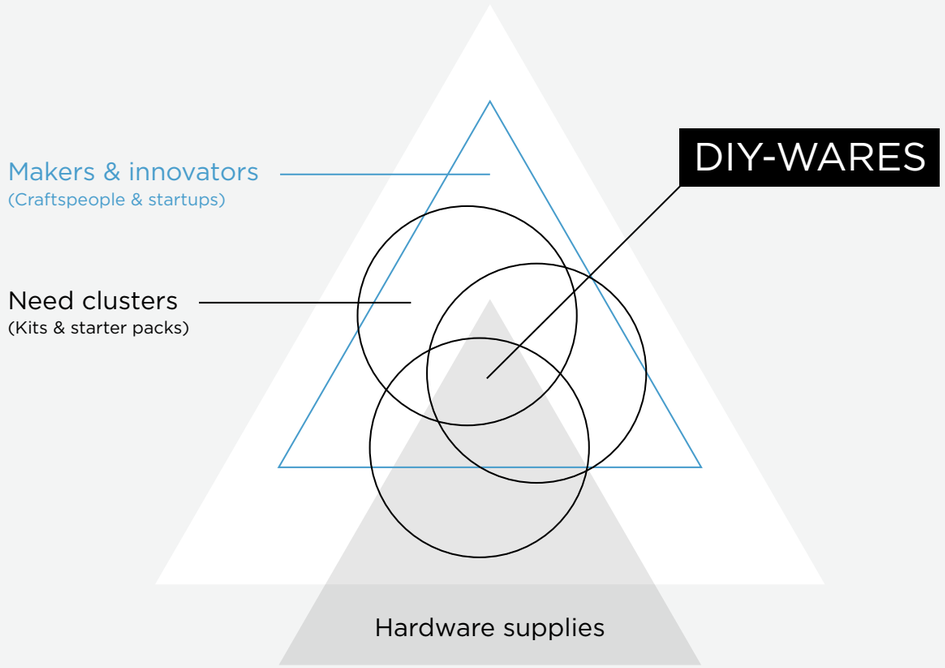
10K60 represents and oversees a network of specialist ad hoc business support services. Knowledge and expertise is built into the name. As per Malcolm Gladwell's insight into expert knowhow, 10K = 10 000; 60 = 60 minutes; 10K + 60 = 10 000 hours. Packinetics (Packaging Development Solutions) and Hootsling (Content Marketing Agency) demonstrate a creative naming convention for all future 10K60 businesses.

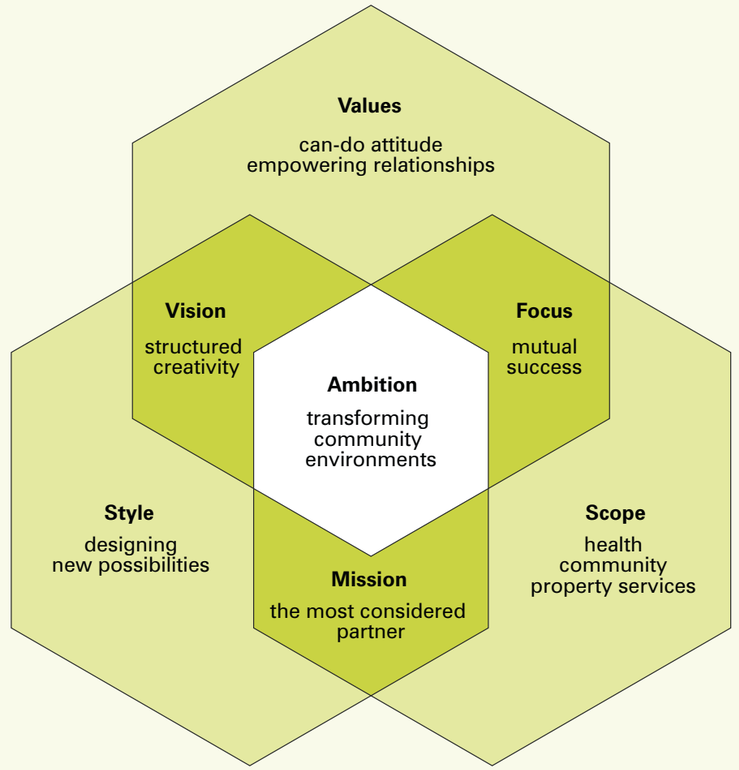
BRAND STRATEGY

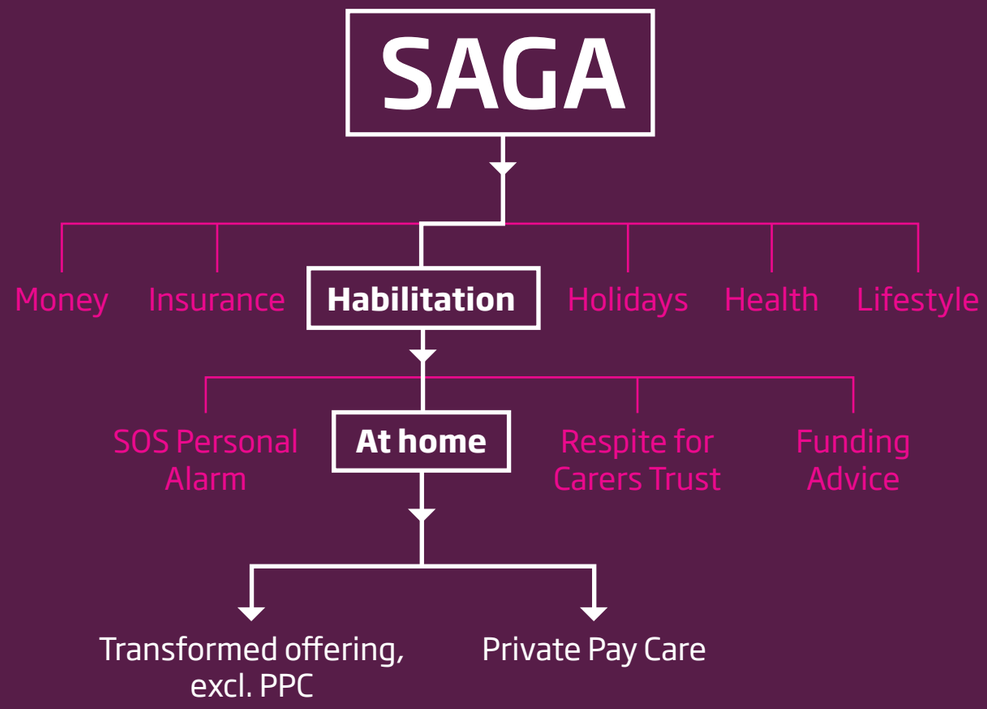

Person-first
Embetterment
Reassurance
Convergence
Affordable advice
for everyone
Retirement advice
at retirement
Values
Vision
Focus
Ambition
Closing the
advice gap
Style
Scope
Mission
Tech-powered
personalisation
Later life wealth
management
Democratising
regulated advice

1	2	3	4	5	6
SUB-BRAND	ENDORSED BRAND	CO-BRAND	SERVICE OFFER	SECONDARY BRAND ELEMENTS	NEW BRAND
BODYTECH	BODYTECH brought to you by AUTOGLASS	AUTOGLASS BODYTECH	AUTOGLASS BodyTech	AUTOGLASS BodyTech	AUTOGLASS BodyTech
			AUTOGLASS BODYTECH	AUTOGLASS BODYTECH	autoglass bodytech
Bodytech®	Bodytech by Autoglass	Autoglass & Bodytech	Autoglass Bodytech®		

SPECTRUM OF POSSIBLE OPTIONS



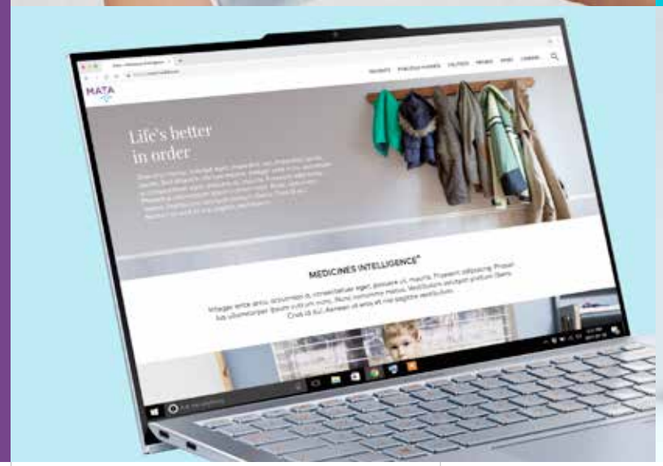




MEDICINES INTELLIGENCE®

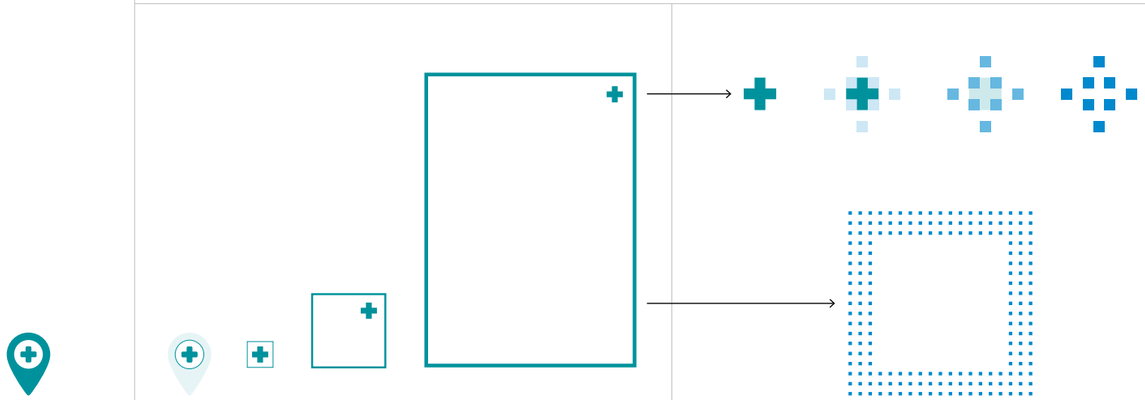








BETTER INSIDE





TODAY	TRANSITION	VISION
	embetterment & adding value	in formation



healthcare at home
It's where you want to be

MEDICINES INTELLIGENCE®





healthcare at home

MATA

TODAY	TRANSITION	VISION
	Your best day every day	data-propelled
	Normal is what you make it	in formation

Person-first

We're focussed on individuals at the point of need. We achieve the highest level of personalisation through a combination of digital automation and contact with each person.

Embetterment

Everything we do is geared towards improving the financial well-being of people. We're disrupting the market by doing things quicker, at lower cost and to a higher standard – at scale.

Reassurance

Being a trusted advisor means everything. With the highest level of transparency our customer journey delivers the most reassuring advice to the most people.

Convergence

Organisations are at their best when people are aligned and pulling in the same direction. Digital technology enables us to work with a single-minded purpose.

BRAND IDENTITY SOLUTIONS


win out

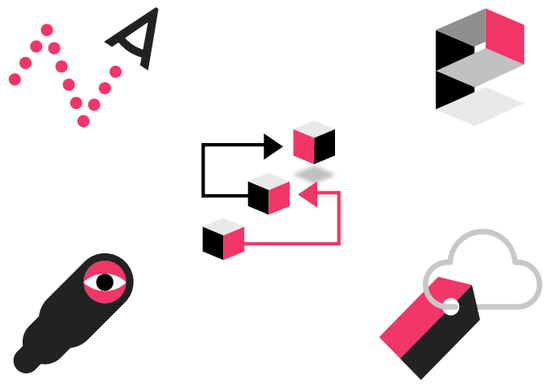


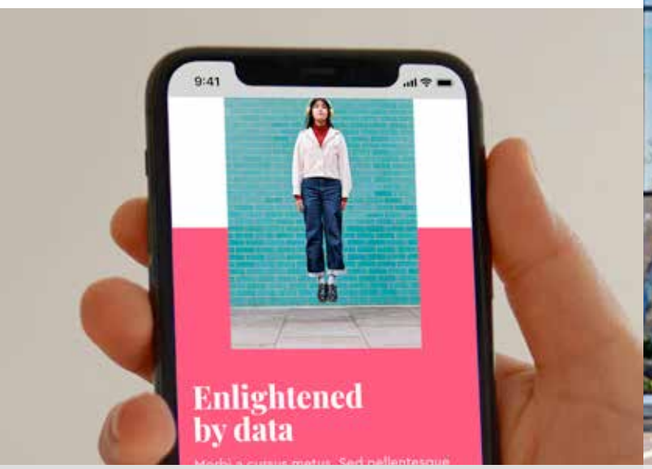
Achieve success after dealing with many challenges



Emplicit













catalyse & convert

ECOMMERCE MAXIMISATION





Emplicit





POSITIONING & CREATIVE SOLUTION

Ecommerce has forever changed how the world sells. Online marketplaces such as Amazon and eBay have evolved into sophisticated sales platforms, bringing untold products to the masses and yielding immense power.

Selling via mainstream ecommerce platforms is far from straightforward. Not only do they have their own stringent rules and regulations, regulated products must also be legally compliant. One wrong move can result in a ban.

Emplicit is a full service specialist ecommerce agency with a track record of improving sales by many orders of magnitude. Clients looking to include third party ecommerce platforms within a multi-channel sales strategy, improve single platform capabilities, incubate a new product or employ a single platform exclusively do well to engage Emplicit.

With in-depth knowledge of all major (and many lesser known) ecommerce platforms, Emplicit is an Amazon specialist. Using proprietary software to manage inventory and fulfilment, track sales and measure the effectiveness of digital marketing strategy their methodology is state of the art.

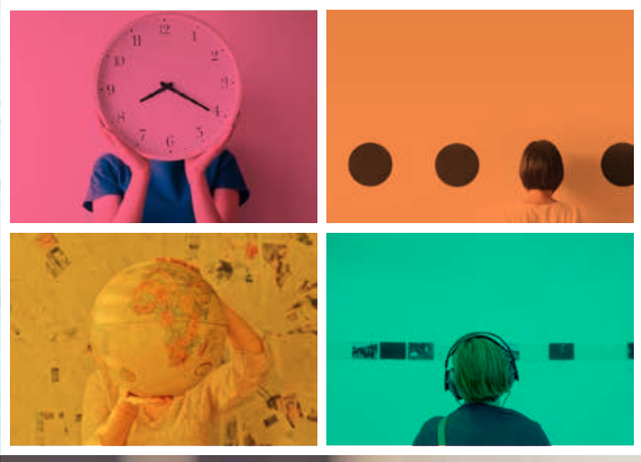
Emplicit's success is implicitly connected to the success of their clients. With this in mind, Emplicit is an Ecommerce Maximisation Partner. The symbol can be read in two ways. (1) A monumental, human-like, blocky figure with arms raised in triumph. This represents 'winning out' over the big and persistent challenges of ecommerce. (2) In two dimensions, three raised platforms represent the organising principle of the brand: 'elevate everything'.

PROJECT TYPE	BRAND ORIGINATION	**CREATIVE TEAM**	SELF
CLIENT RELATIONSHIP	DIRECT	**WORKPLACE**	REMOTE
CLIENT-FACING	YES		
PRESENTATIONS	UP-FRONT THINKING; NAMING SOLUTION; BRAND IDENTITY SOLUTIONS (3 ROUTES); WEBSITE DESIGN; BRANDBOOK		



critical mass



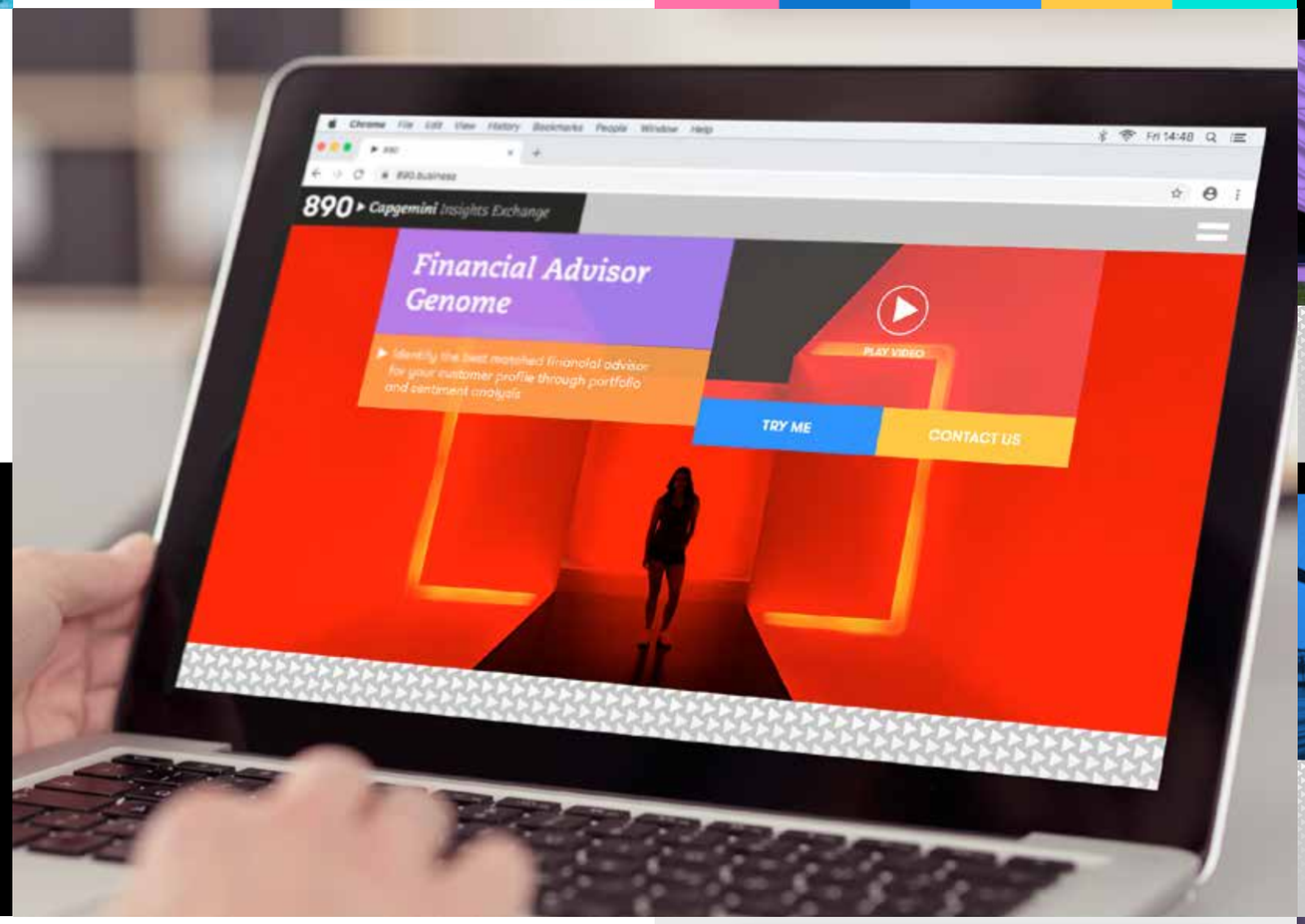


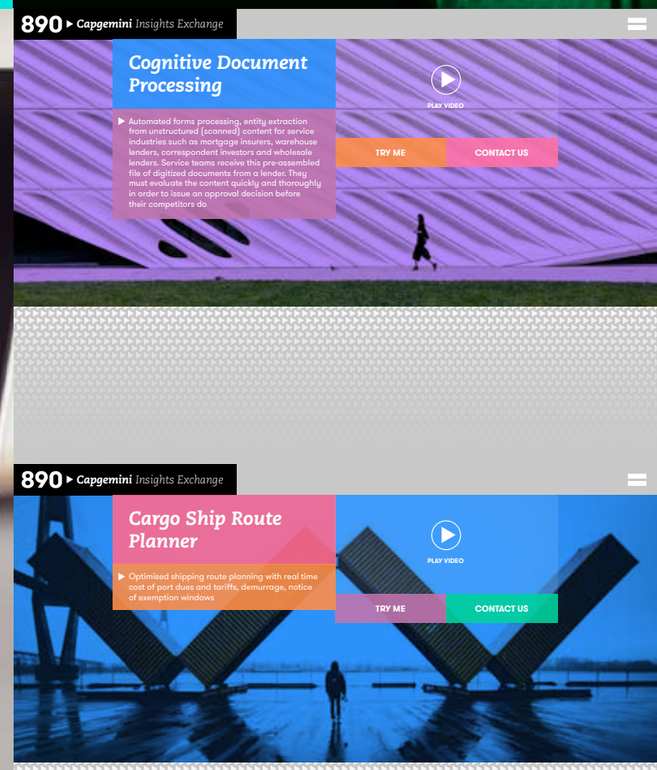


890's products relate to digital media and business processes that are complex and often highly abstracted. This gives license to treat visual representations metaphorically and relate them loosely, even tangentially, to the subjects described

Wherever possible images relate to people. Images of art installations offer symbolically rich interpretations, particularly when it comes to showing people interacting with equally abstract objects and situations. The inference being that 890 looks at the world differently and offers revelatory insights that can be derived from data; at the same time communicating cultured sophistication

890 by Capgemini

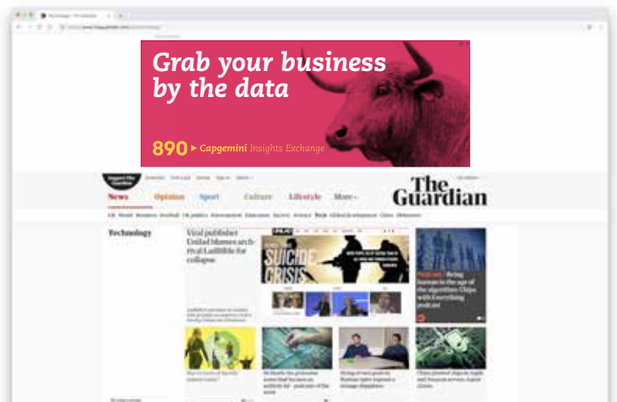


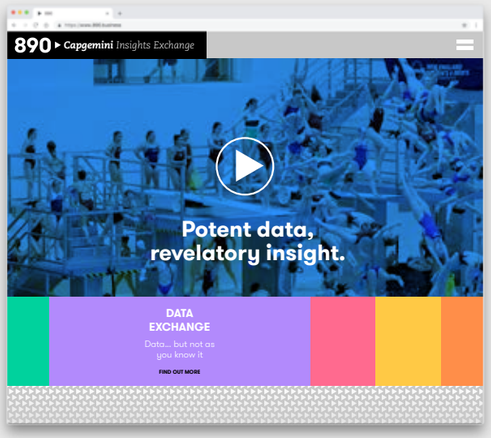


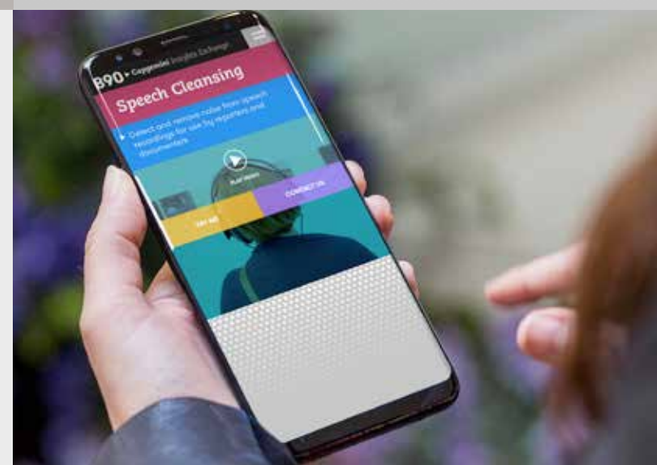
TO THE POWER OF 890

NHS 890

TO THE HIGHEST POWER









890 by Capgemini

jera 890 ▸ Insights Exchange

NHS 890 ▸ Insights Exchange

centrica 890 ▸ Insights Exchange

Thames Water 890 ▸ Insights Exchange



POSITIONING & CREATIVE SOLUTION

Data, but not as you know it. Insights, but not as you know them. Outcomes, but not as you expect. In the complex world of big data, machine learning and artificial intelligence, 890 is Capgemini's predictive analytics offer.

Predictive analytics isn't new but, thanks to the democratisation of digital technology, it is no longer the preserve of global corporations able to afford specialist services at scale. This platform makes predictive analytics available to a mass business market. 890 is aimed, primarily, at businesses with data lakes and those that need to plug in data from multiple sources.

Large network infrastruture business and companies with complex business models use the platform to manage data, make better predictions, uncover pivotal insights and better determine likely commercial outcomes.

These include, for example, utility companies that need to predict water leaks within a network; energy companies that need to better manage overall usage and predict load-spikes; and financial service companies trying to better understand customers that are less likely to default on payments – so that, for example, invoices not yet settled can be leveraged at scale.

Just like the infinitely scalable, insights-based business of 890, the name 890 itself requires an insight to understand. The number-based name is intentionally coded, and reflects big data and analytics. If ninety is applied to eight; if eight is turned to ninety degrees, an infinity symbol is created. And, just like the service: once you get it, you never forget it.

PROJECT TYPE	BRAND ORIGINATION	**CREATIVE TEAM**	MANAGING CD & CLIENT SERVICES EXEC
CLIENT RELATIONSHIP	AGENCY	**WORKPLACE**	ON-SITE
CLIENT-FACING	YES		
PRESENTATIONS	UP-FRONT THINKING; NAMING SOLUTION; BRAND IDENTITY SOLUTIONS (2 ROUTES); WEBSITE DESIGN		


select
knowledge



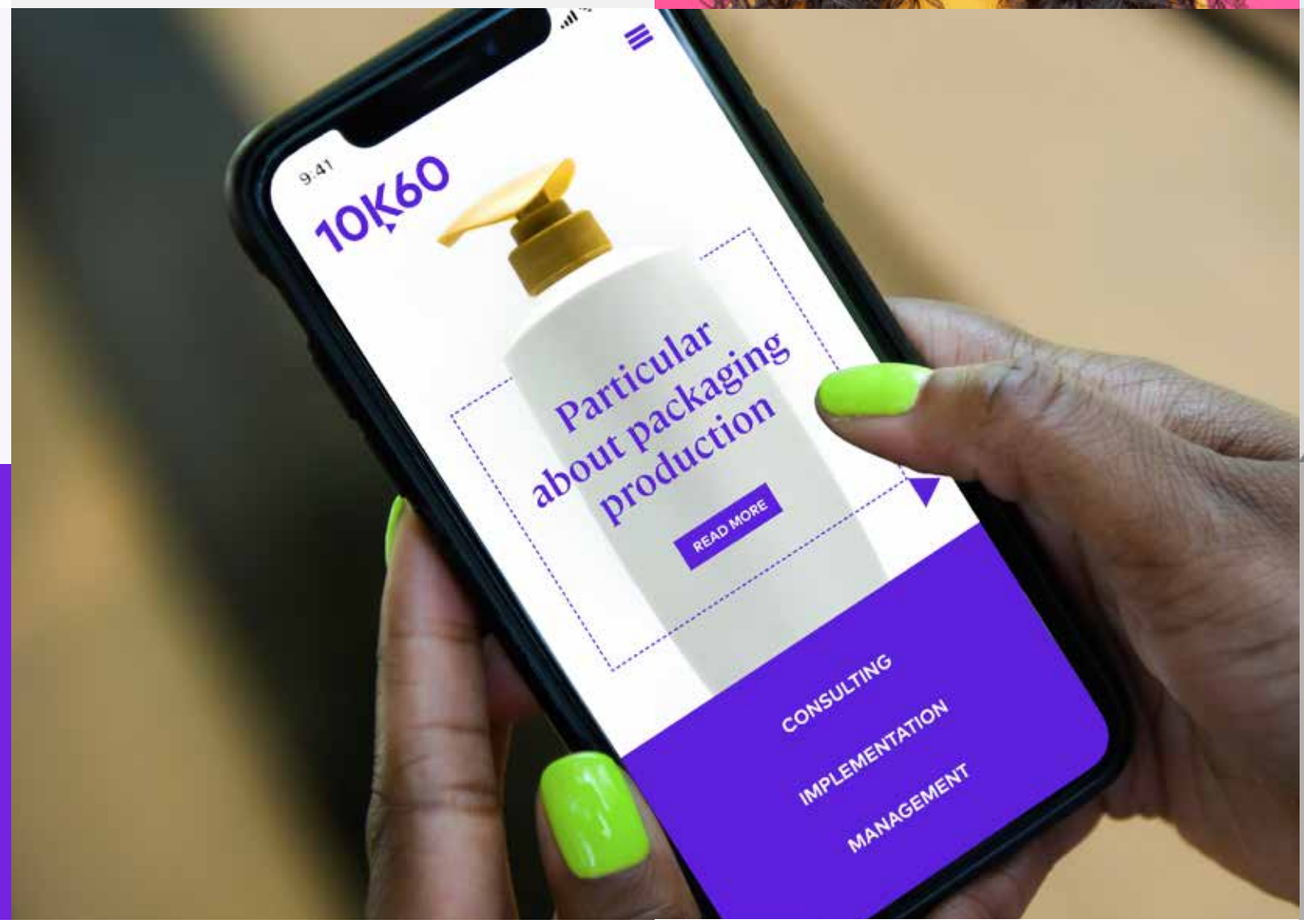


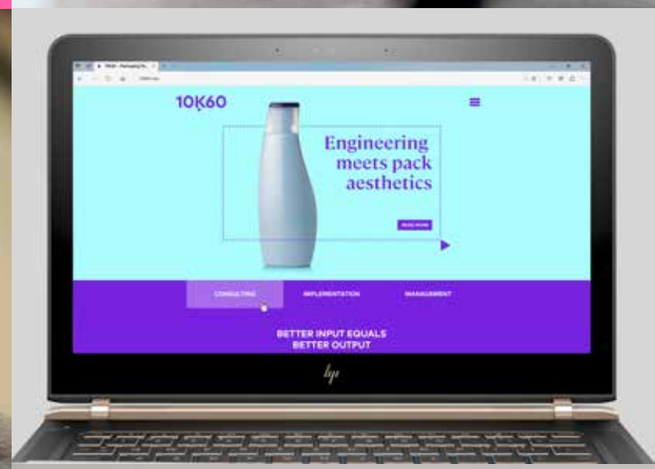




10K60

10Knowledge60

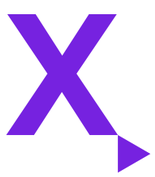






knowingly
select

Select by...



pointing & 'clicking'



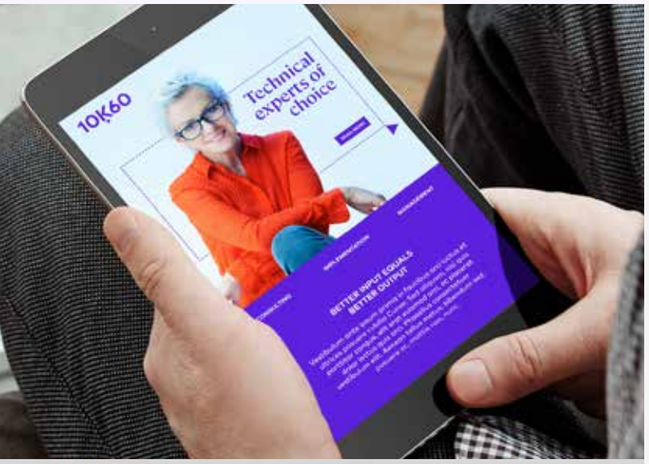
grouping

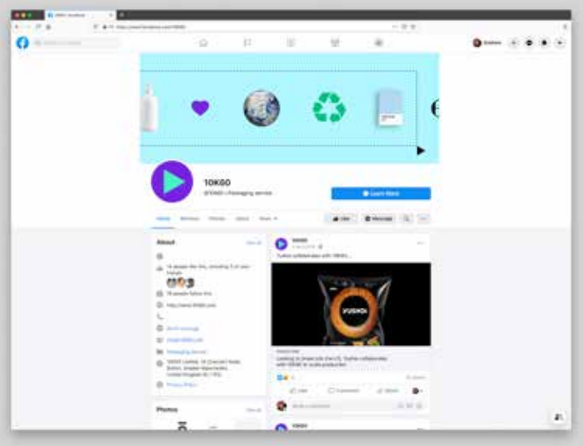






10K60





POSITIONING & CREATIVE SOLUTION

Originally created for an ad hoc packaging development support business, 10K60 now represents the entire ad hoc business support network. Start-ups, scale-ups, SMEs and MNCs that require enterprise-grade knowhow call on 10K60 to step into the breach.

10K60 is an extensible network that's set to include a broad selection of businesses that draw on a common pool of standalone and integrated ad hoc expertise, beginning with Packaging Development (Packinetics) and Content Marketing (Hootsling). Packinetics and Hootsling demonstrate a proprietary naming convention that's all about making unique connections.

The idea that's embedded within the name, 10K60, is derived from the central insight of Malcolm Gladwell's book, Outliers. Gladwell argues that talent is only the shimmering outer layer of a new field; that new ground is broken because its proponents are the first to acquire 10,000 hours of practice.

The 10K60 brand identity has been created to convey knowledge, expertise and selection within any given industry. Anyone familiar with making visual selections on a computer will recognise that a rectangular outline is formed by the cursor. This 'selecting cursor' idea in the brand identity points to and 'selects' the K of the 10K60 brandmark. In the context of the 10K60 brand, the K also stands for knowledge.

PROJECT TYPE	BRAND ORIGINATION
CLIENT RELATIONSHIP	DIRECT
CLIENT-FACING	YES
PRESENTATIONS	UP-FRONT THINKING; NAMING SOLUTIONS; BRAND IDENTITY SOLUTIONS (3 ROUTES); WEBSITE DESIGN & BUILD; FULLY TEMPLATED CREDENTIALS DECK; SOCIAL MEDIA ASSETS & TEMPLATES; BLOG POST ABOUT BRAND IDENTITY
CREATIVE TEAM	SELF
WORKPLACE	REMOTE

precision strikes



Precision technology becomes instantly available

- Military strikes made precisely
- Relates directly to modern warfare-type games
- Strikes can be interpreted to mean the moment something is realised cognitively



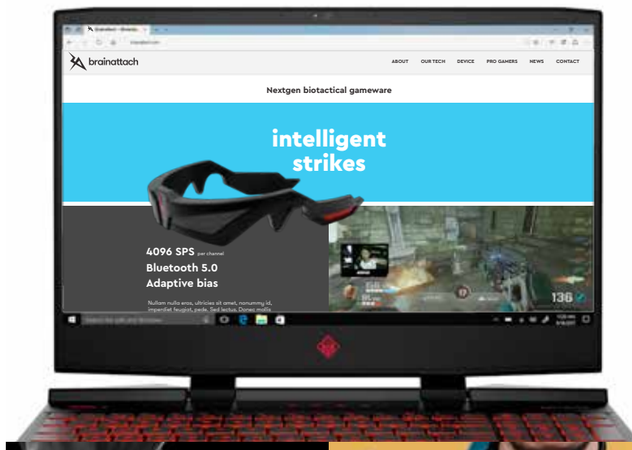


brainattach

B + A +

creative
spark





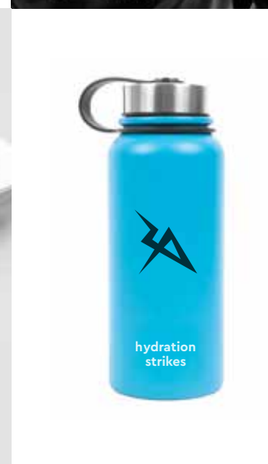
biotactical gameware



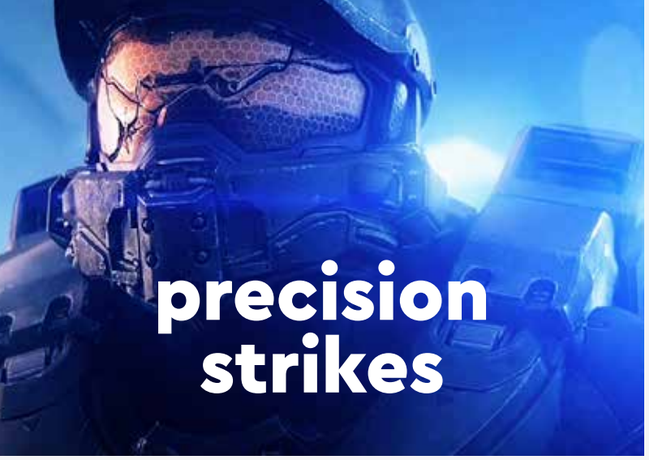












brainattach





POSITIONING & CREATIVE SOLUTION

Rivalling traditional sports in audience size, and set to become bigger and evermore competitive, eSports are unstoppable.

It's now imperative for pro-gamers to be in tune with teammates and coaches. Each and every moment counts. Every move and every decision matters, and – now more than ever – it's knowing a player's 'in-game state of mind' that significantly increases the chance of winning.

Brainattach's technology measures brain activity in realtime. It tracks and instantly visualises a player's focus and emotional engagement. This is cutting-edge neuroscience and state of the art bio-technology that's being applied to eSports. The brain-computer interface enables players to find, track and maintain that all-important but elusive 'flow state'.

Visualised Stimulus Response Tracking is a burgeoning field with various neurocognitive applications. Brainattach is making this technology available in a low cost, high quality headband and superior algorithm. The very high level of precision offered by Brainattach's device is striking. And, of course, knowing when to strike while playing a game such as Counter-Strike can be a matter of life or death, and the difference between winning or losing.

The new symbol is made up of the letters 'B' and 'A' in a 3D 'strike sequence', and embodies the idea of striking with precision. This also conveys instant realisation. Brainattach has set the benchmark in performance-enhancing eSports tech, capturing this in their brandline, 'Biotactical Gameware'.

PROJECT TYPE	BRAND TRANSFORMATION	**CREATIVE TEAM**	SELF
CLIENT RELATIONSHIP	DIRECT	**WORKPLACE**	REMOTE
CLIENT-FACING	YES		
PRESENTATIONS	UP-FRONT THINKING & BRAND IDENTITY SOLUTIONS (3 ROUTES)		

human multiplier



human multiplier



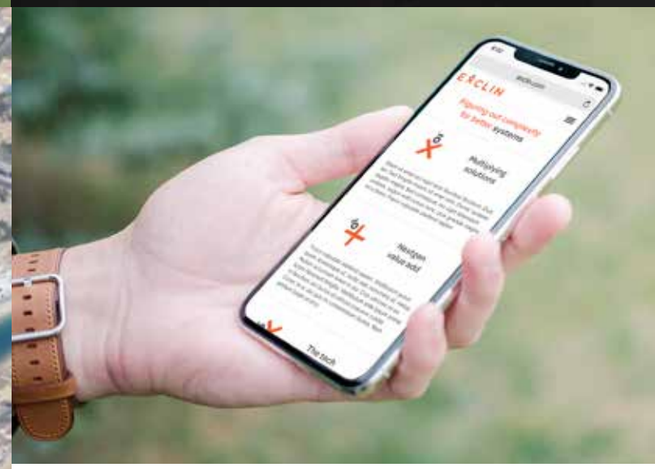






EXCLIN





10x

- 10x is the promoted transformation multiple in the specialist curated tech talent sector e.g. 10x Management
- One zero suggests binary and associates digital transformation

Multiplying System Solutions









EXCLIN





POSITIONING & CREATIVE SOLUTION

Exclin is an ambitious, Paris-based systems innovation startup that transforms product and service ecosystems and the organisations that deliver them. The more complex the ecosystem, the more suited Exclin. The more complex the organisations related to those ecosystems, the more suited Exclin.

Created to help organisations manage, overcome and to – ultimately – reign in complexity, Exclin advocates Systems Thinking and the 'ecosystemisation' of solutions. Systems Thinking is a holistic approach that's geared towards innovation, leveraging the power of complex systems such as AI.

Whether organisations need to innovate a product or service, or innovate across an entire ecosystem, Exclin has the systems knowhow to amplify and sustain long-term asset value. Delivered in explicit steps, strategic roadmaps are clearly actionable and the company also coaches clients in Systems Thinking. Once implemented, Exclin's solutions exhibit a system-wide intelligence that fosters effective decision-making at the highest level.

To reflect the value added to organisations, the brand identity pivots on the X of the wordmark, which is expressed as a human-like multiplication symbol. When the symbol is rotated at 90° a secondary idea is revealed. The ten times (10x) value-add is an achievable ideal. And, Exclin's commitment to innovating sustainably and progressing humankind is embodied in a unique neologism. Exclin is an 'anthrological' business that delivers Complex Systems Knowhow, which suggests that complex systems are sentient.

PROJECT TYPE	BRAND ORIGINATION	**CREATIVE TEAM**	SELF
CLIENT RELATIONSHIP	DIRECT	**WORKPLACE**	REMOTE
CLIENT-FACING	YES		
PRESENTATIONS	UP-FRONT THINKING; COMPETITOR ANALYSIS; BRAND IDENTITY SOLUTIONS (3 ROUTES); WEBSITE DESIGN		

MISTIFY



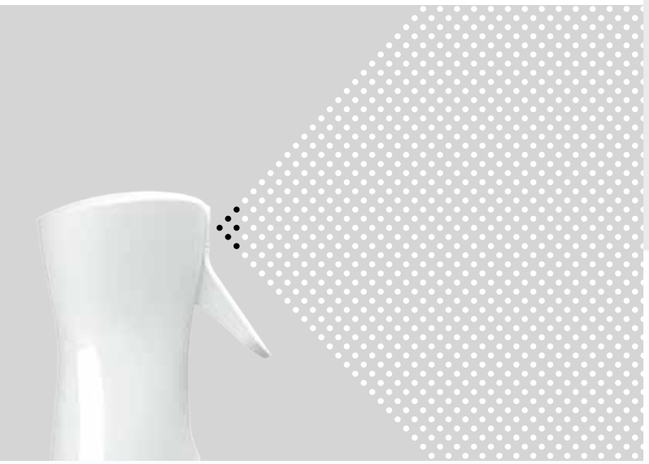








FLAIROSOL®





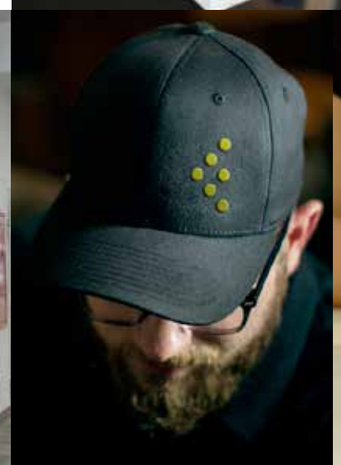




MISTIFYING SOLUTIONS











FLAIROSOL®





POSITIONING & CREATIVE SOLUTION

Flairosol is a trigger-actuated aerosol technology that has numerous advantages over conventional aerosols and other trigger-based products. It produces a high quality sprayed mist, which is equivalent to conventional aerosols but without the associated environmental damage caused by conventional propellant gasses.

The spray is continuous and particularly useful in 360° applications, which neither aerosols or other trigger-based technologies can match. The noise level is comparatively low and this is necessary in applications such as horse care and preferable in other applications. Without the need for pressurised containers and harmful propellant gasses customers benefit from easy filling. The product is completely isolated by an inner bag, which means it's unadulterated and can be evacuated close to 100%.

Positioned as a premium product at a higher price point than conventional aerosols and other trigger-based products Flairosol often transforms product experiences and revitalises established brands.

Capturing these superior qualities and also implying praise for customer product solutions but without signalling direct competition with commoditised aerosol markets the line 'fine solutions delivery' offers an alternative way to lead the category. The brand-idea 'mistify' literally describes what the product does and is also a play on 'mystify', which suggests that the Flairosol experience is magical.

PROJECT TYPE	BRAND TRANSFORMATION
CLIENT RELATIONSHIP	AGENCY: BRAND IDENTITY, APPLICATIONS & BRANDBOOK DIRECT: ONGOING
CLIENT-FACING	YES
PRESENTATIONS	UP-FRONT THINKING; INITIAL IDEAS; FURTHER DEVELOPMENT (2 ROUTES); PACKAGING DESIGN; SAMPLE BOX
	BRANDING; PRODUCT NAMES; BRANDBOOK; SALES PRESENTATION; WEBSITE & ICON DESIGN
TEAM	SELF & MANAGING CD
MANAGEMENT TEAM	CD ONLY
WORKPLACE	REMOTE

WEBSITE DESIGN

Emplicit

Marketplaces & Ecommerce

Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas

MORE DETAILS

Marketing & Content

Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas

MORE DETAILS

Store Management

Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas

MORE DETAILS

Brand Management

Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas

MORE DETAILS

DX DATA EXCHANGE

IX INSIGHTS EXCHANGE

OX OUTCOMES EXCHANGE

CDX COMMERCE DATA EXCHANGE

GDX GEO DATA EXCHANGE

IOTDX IOT DATA EXCHANGE

HEALTHCARE

SELECT ANOTHER INDUSTRY

HEALTHCARE

SELECT ANOTHER INDUSTRY

HEALTHCARE

SELECT ANOTHER INDUSTRY

Search industry...

SELECT ANOTHER INDUSTRY

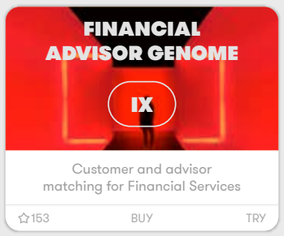
Pharma solutions

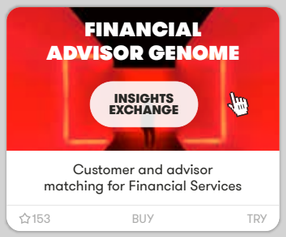
SELECT ANOTHER INDUSTRY

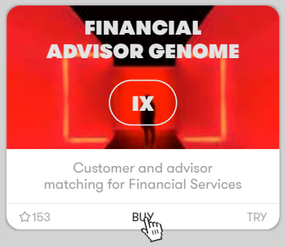
PHARMA

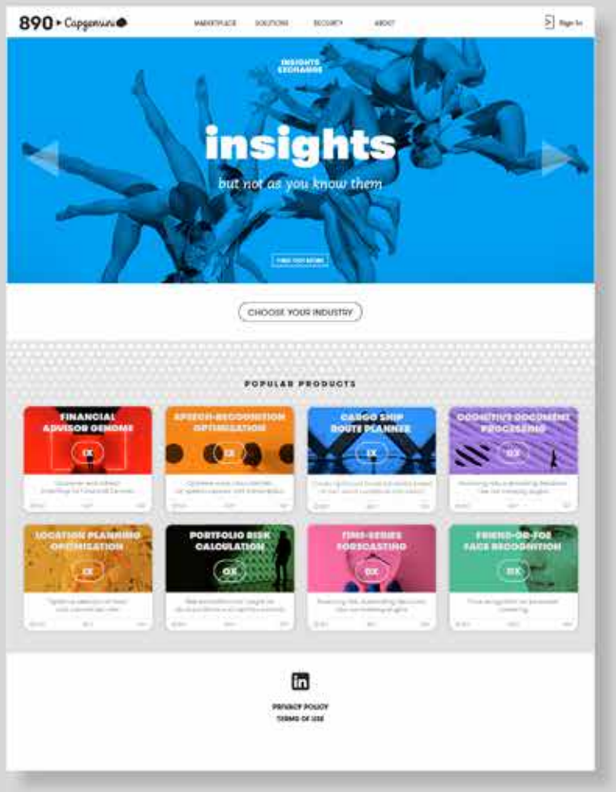
SELECT ANOTHER INDUSTRY

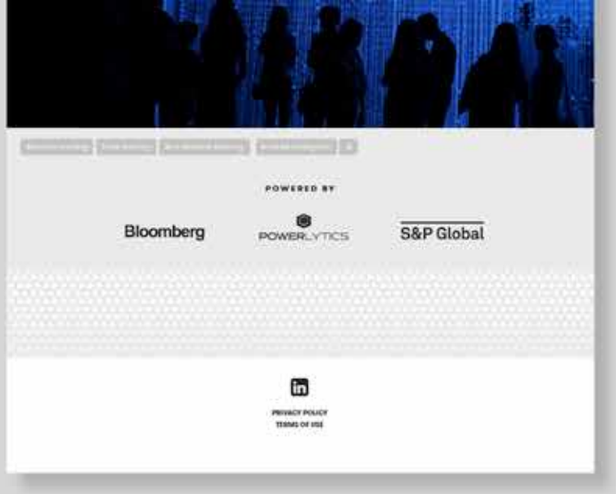
890 by Capgemini

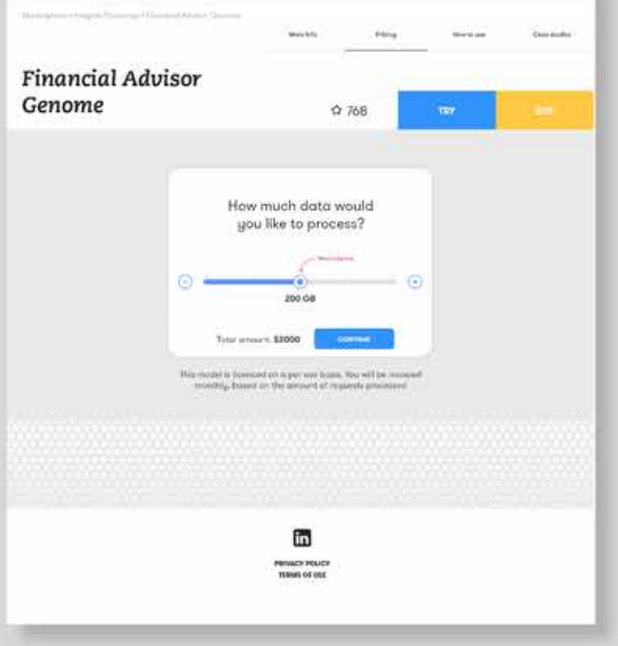


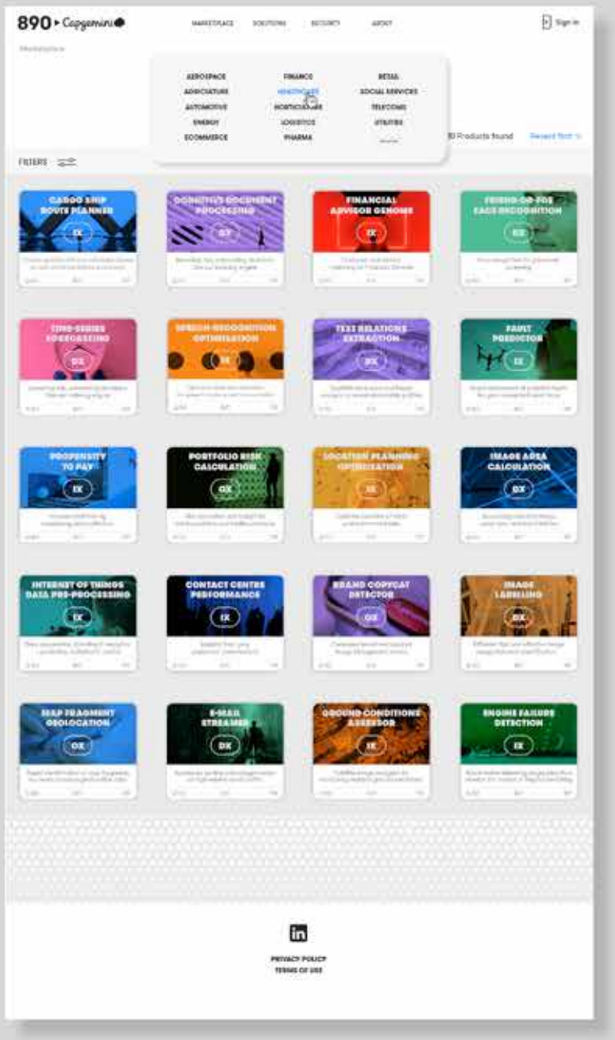




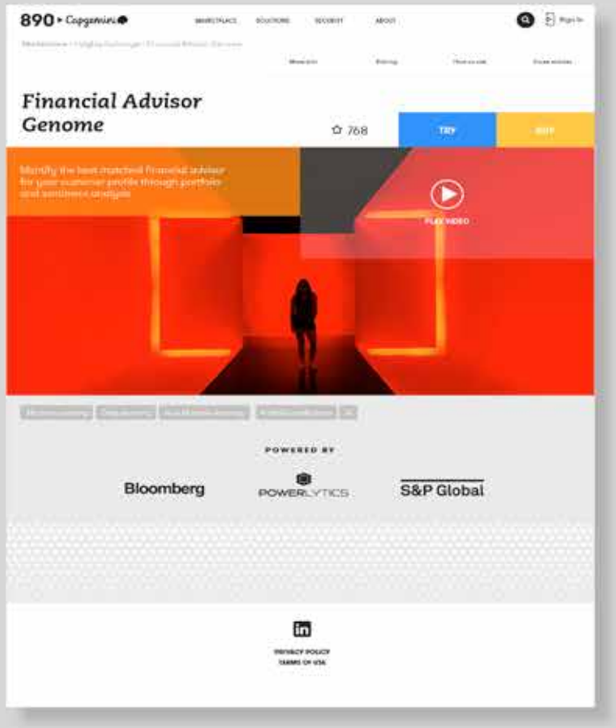


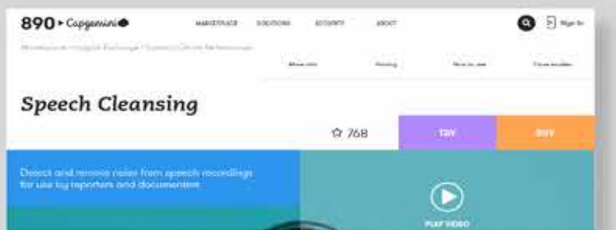




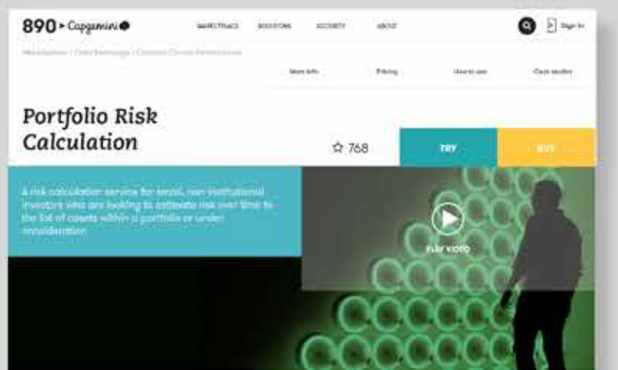












Integrate & elevate



10K60

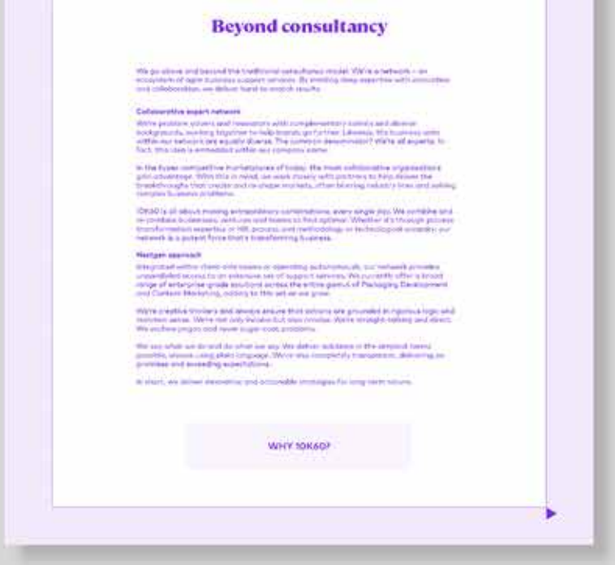
TECHNICAL

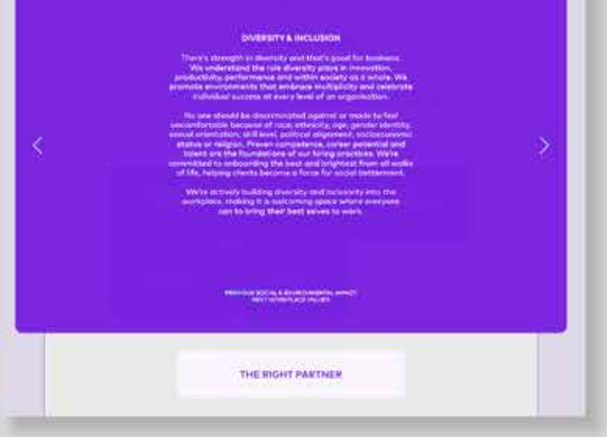
TACTICAL

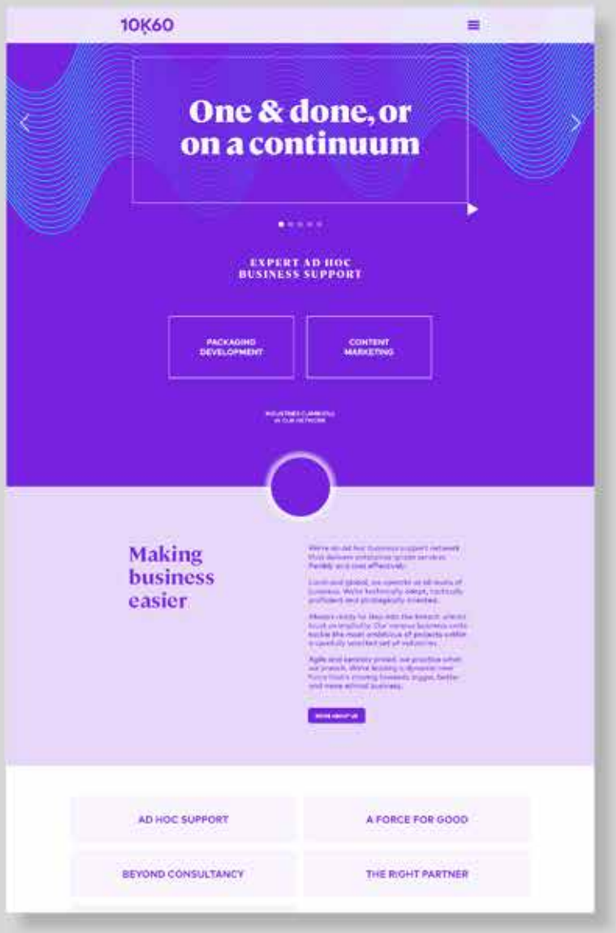
STRATEGIC

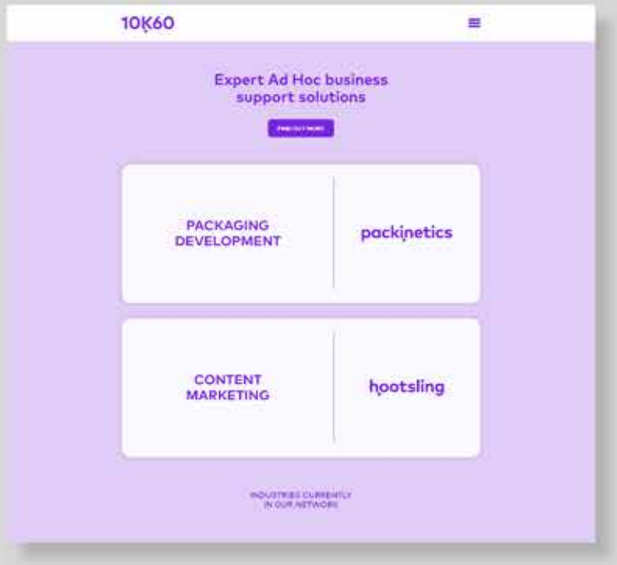
THE HALO EFFECT





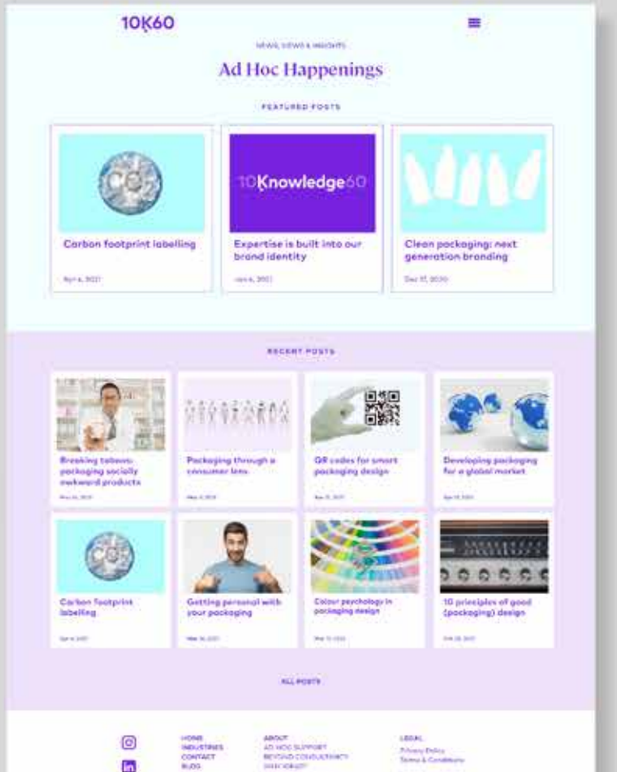


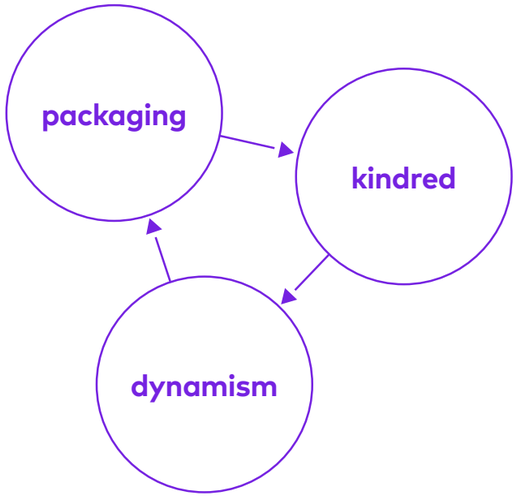










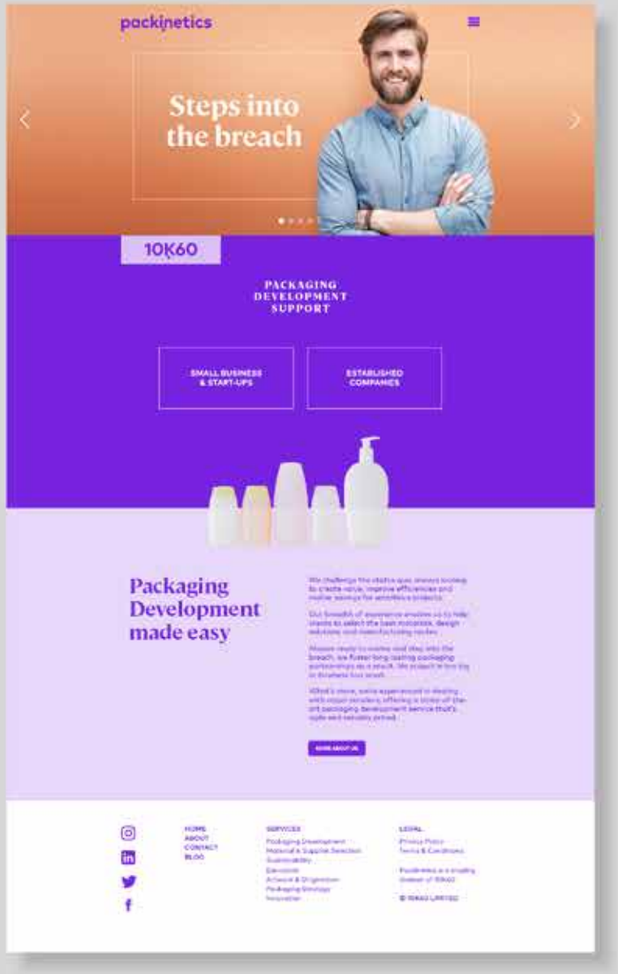


packinetics

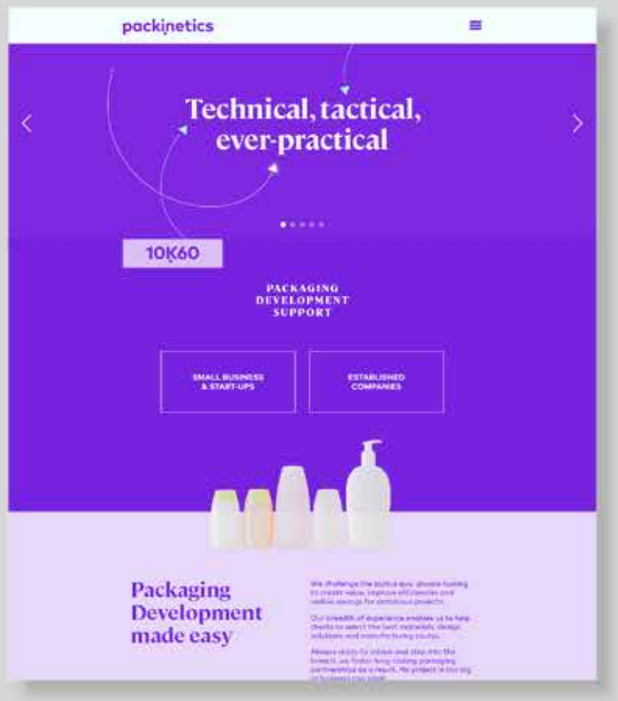
Systematise, evangelise, globalise

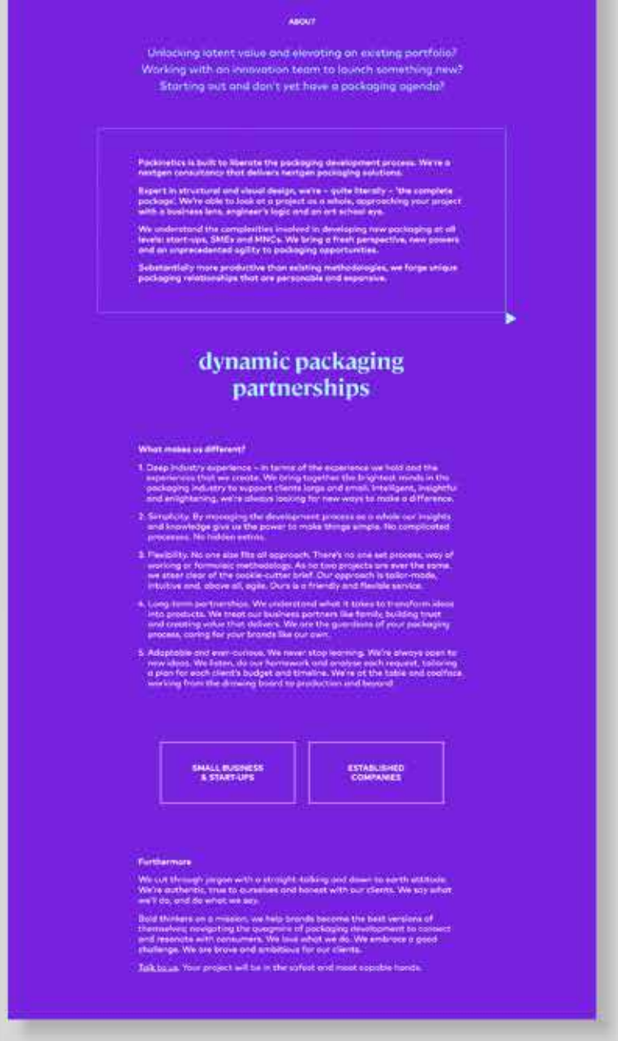


End-to-end support







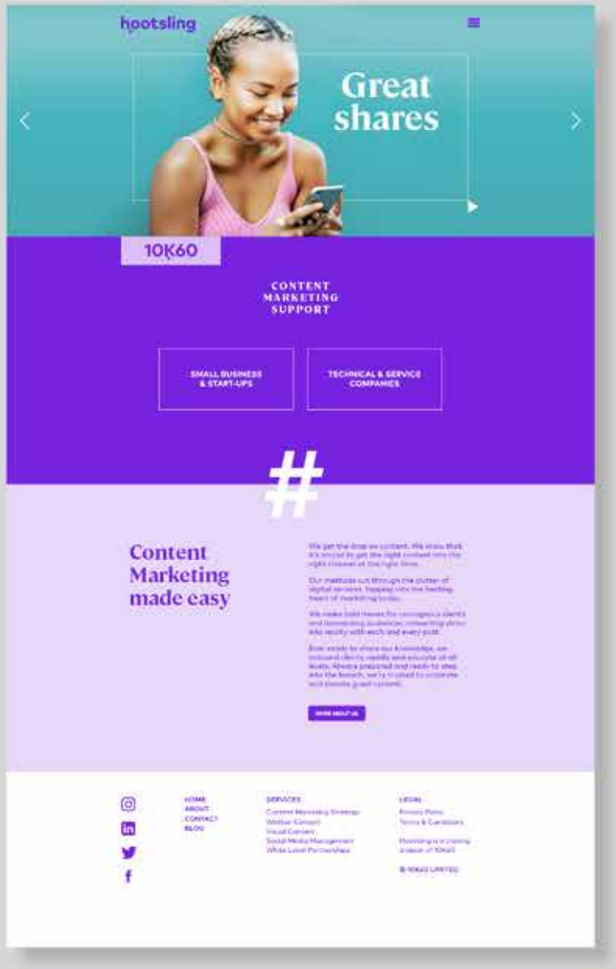


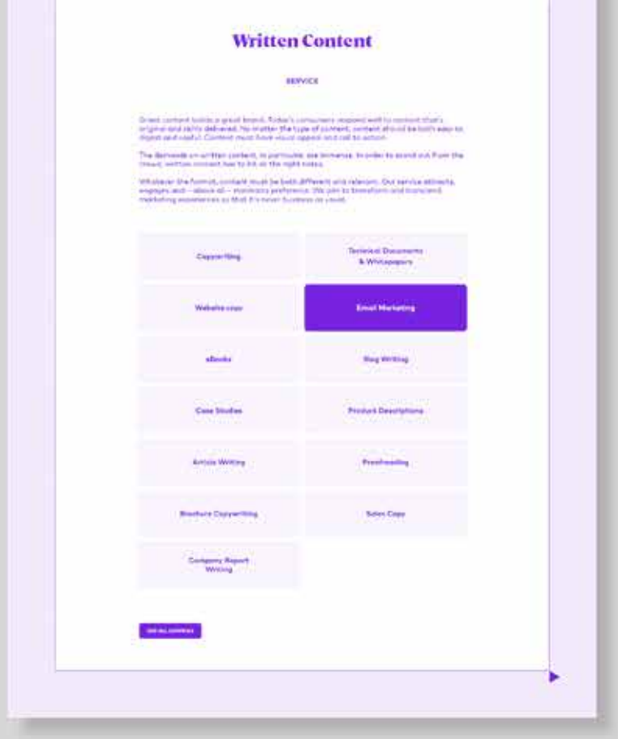
Tip tip top
of mind

hootsling

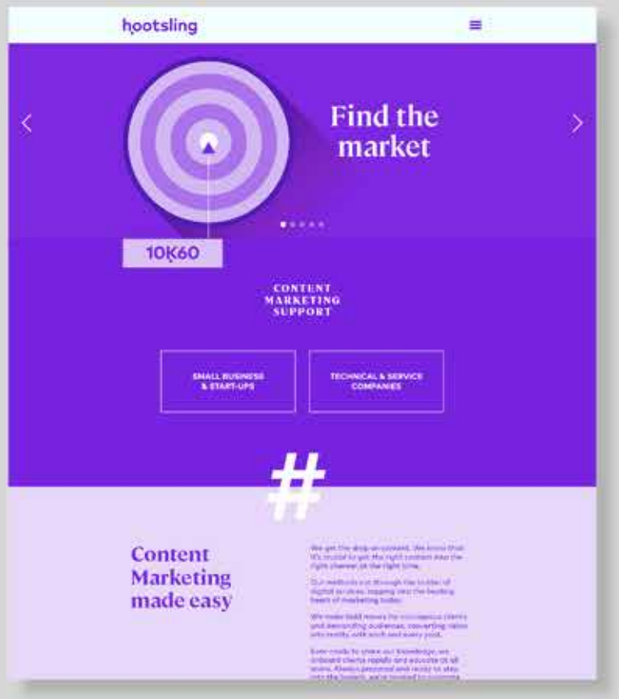
content
wise

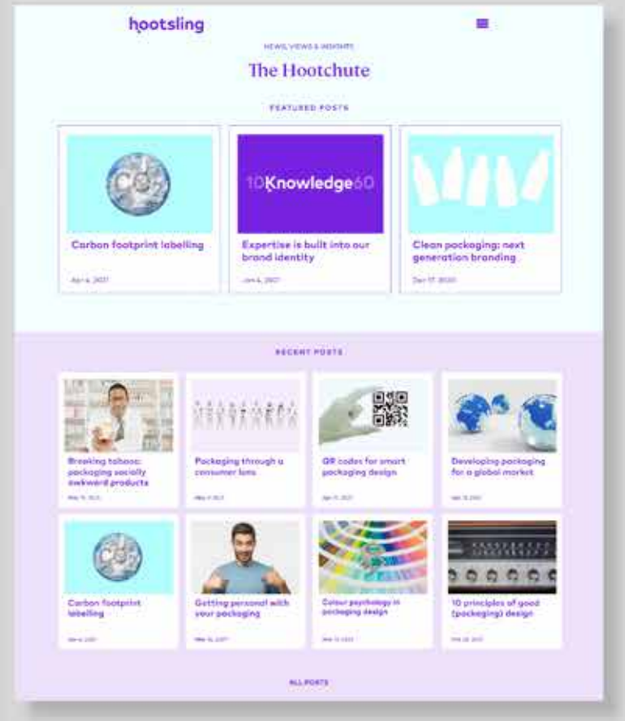
digital
slingshot

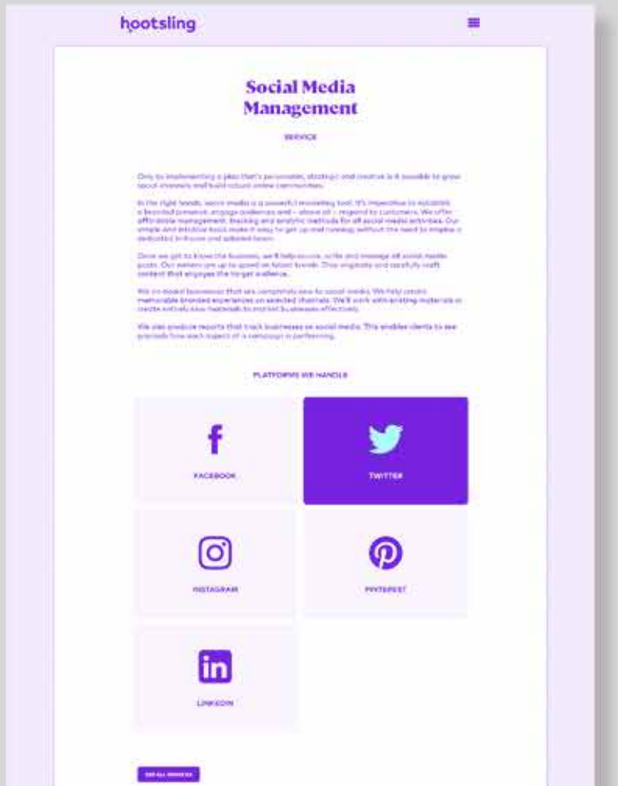




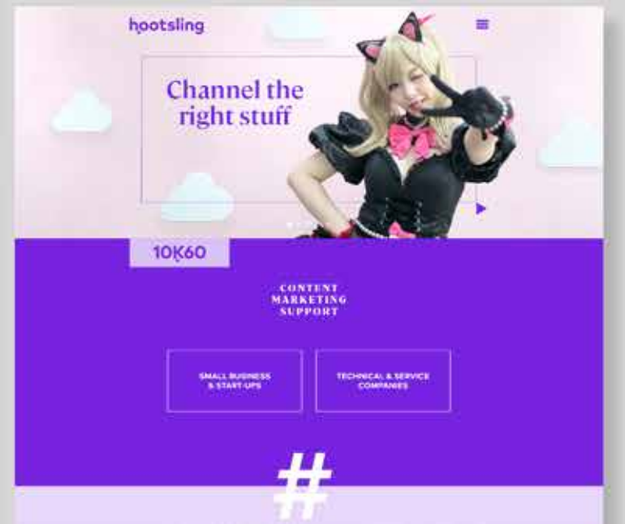


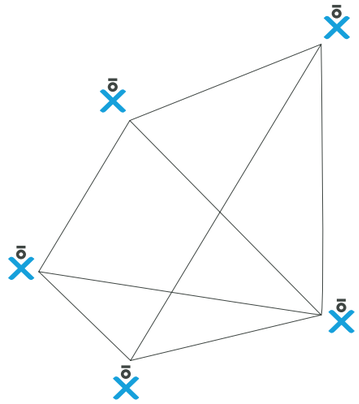












EXCLIN

Services
Sectors
Portfolio
News
Contact
About
Careers

EN

SECTION LANDING PAGES

Multiplying system solutions

SERVICE LEVEL PAGES

Your innovation x-factor

AI-powered digital transformation

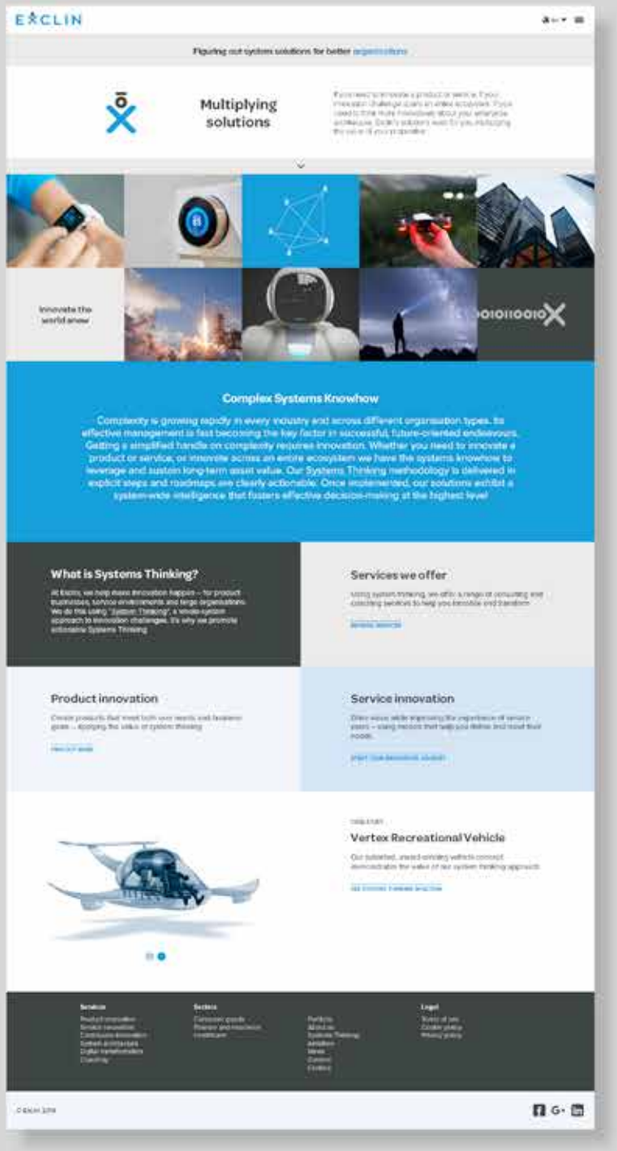
Your Systems Thinking partner

Future-ready system solutions

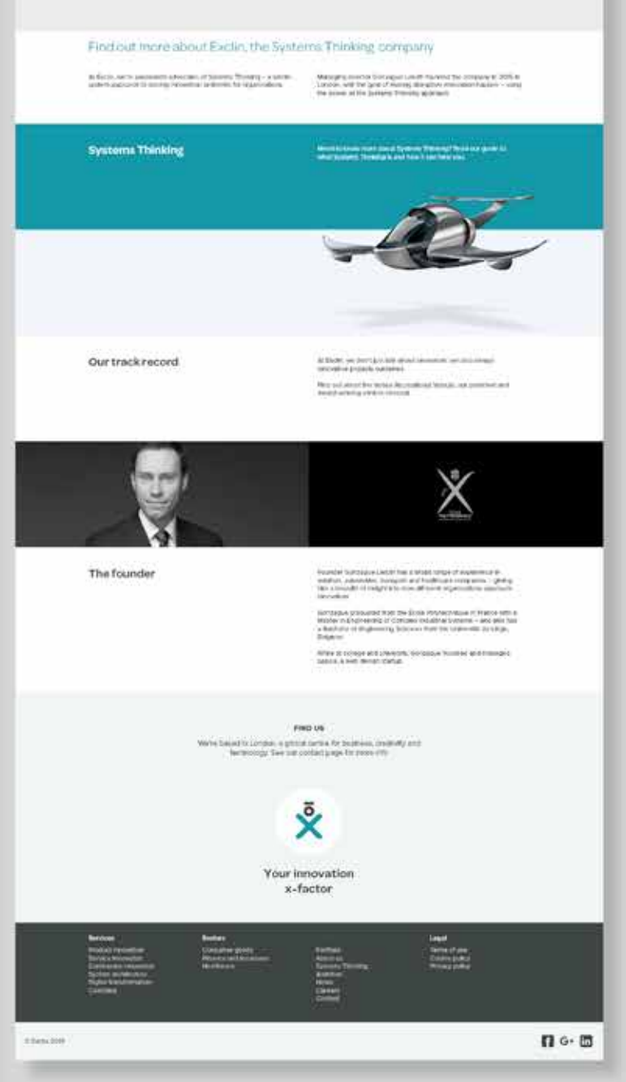
Multiply your value by a factor of ten

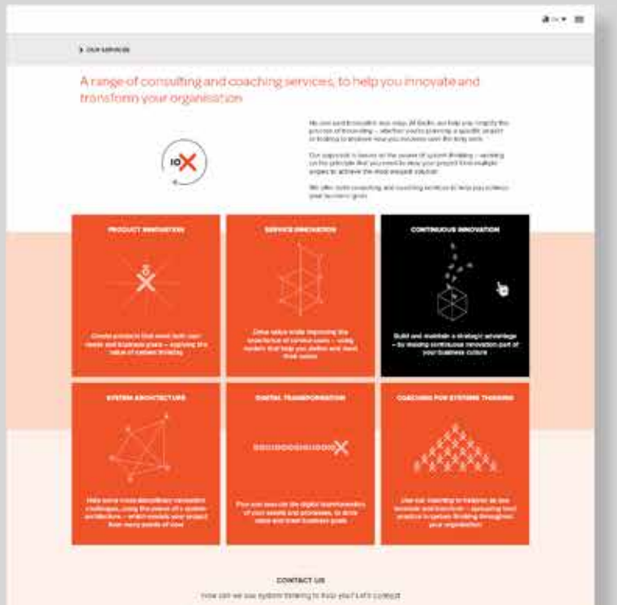
Anthrological ecosystemisation

Potential rotating symbol animation on rollover (or scroll) with brand messages on rotation from different messaging start points

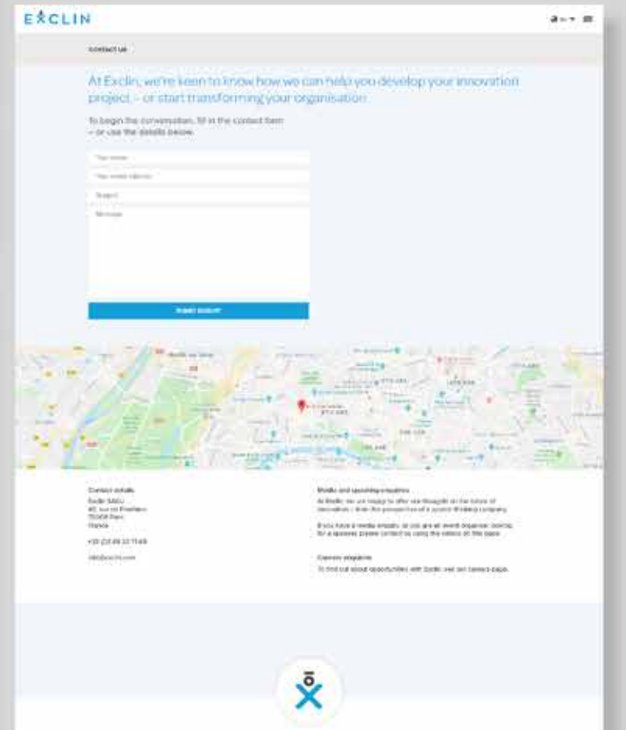












PLANT CARE
PET CARE
HORSE CARE
EDIBLE OILS
CAR CARE
PERSONAL CARE
BODY CARE
HAIR CARE

FLAIROSOL®

consumer research
consumer research
consumer research

FEATURES & BENEFITS
APPLICATIONS
SUCCESS STORIES
NEWSLETTER
CONTACT

MISTIFY YOUR WORLD
PLAY VIDEO

FLAIROSOL

MISTIFY YOUR WORLD
PLAY VIDEO

continuous 360° low noise fine solutions delivery

Flairosol provides an option to brands and consumers who want to move away from the environmental, health and safety hazards associated with conventional aerosols. It offers an aerosol spray without using propellant gases and pressurised containers.

Delivering a remarkable spray, Flairosol is engineered with multi-patented technologies. Its very fine mist combined with continuous spray functionality covers large areas quickly, evenly and in all directions from first to last drop.

Superior ergonomics and 360° dispensing make Flairosol delightful to use – consumers love it. Its refined aesthetic and functionality will increase the value of your product and will make it stand out at the point of purchase, where consumer decisions are made.

A defining aspect of Flairosol – in comparison to conventional aerosols – is the low noise capability, which is often favourable and sometimes a necessary requirement.

FEATURES & BENEFITS

fine mist
propellant free
continuous spray
360° application

The mist-like spray covers perfectly all kind of surfaces.
Free yourself from propellant gases and pressurised containers.
Large areas are covered quickly and evenly from first to last drop.
Spray in all directions for those areas which are difficult to reach.

simple filling
non-pressurised container
product isolation
easy 100% assessment
low noise
environmental advantages
viscosity calibration

FIND OUT MORE

APPLICATIONS

Phasellus leo dolor, tempus non, auctor et, hendrerit quis, nisi. Curabitur ligula sapien, tincidunt non, euismod vitae, posuere imperdiet, leo. Maecenas malesuada. Praesent congue erat at massa. Sed cursus turpis vitae tortor. Donec posuere vulputate arcu. Phasellus accumsan cursus velit.

success stories
case studies
consumer research

SAMPLE REQUEST
We will be glad to send you samples from our product range



simple filling
non-pressurised container
product isolation
easy 100% assessment
low noise
environmental advantages
viscosity calibration

Praesent congue erat at massa. Sed cursus turpis vitae tortor. Donec posuere vulputate arcu. Phasellus accumsan cursus velit.

SAMPLE REQUEST
We will be glad to send you samples from our product range

DISTRIBUTORS
Find information about our extensive distributor network here

AFA DISPENSING
Flairosol trademarks and patents are wholly owned by AFA Dispensing

FLAIROSOL

APPLICATIONS



HORSE CARE

HORSE CARE
Phasellus leo dolor, tempus non, auctor et, hendrerit quis, nisi. Curabitur ligula sapien, tincidunt non, euismod vitae, posuere imperdiet, leo.

CAR CARE
Phasellus leo dolor, tempus non, auctor et, hendrerit quis, nisi. Curabitur ligula sapien, tincidunt non, euismod vitae, posuere imperdiet, leo.

PERSONAL CARE
Phasellus leo dolor, tempus non, auctor et, hendrerit quis, nisi. Curabitur ligula sapien, tincidunt non, euismod vitae, posuere imperdiet, leo.

SAMPLE REQUEST
We will be glad to send you samples from our product range

DISTRIBUTORS
Find information about our extensive distributor network here

AFA DISPENSING
Flairosol trademarks and patents are wholly owned by AFA Dispensing

FLAIROSOL

CASE STUDY

Carr & Day & Martin



Equimist 360

Phasellus leo dolor, tempus non, auctor et, hendrerit quis, nisi. Curabitur ligula sapien, tincidunt non, euismod vitae, posuere imperdiet, leo. Maecenas malesuada. Praesent congue erat at massa. Sed cursus turpis vitae tortor. Donec posuere vulputate arcu.

Set a new standard in Horse Care
Business catalyst and Carr & Day & Martin brand revitalised
Substantial increase in orders
Winner of multiple awards



COPYWRITING

Making business easier

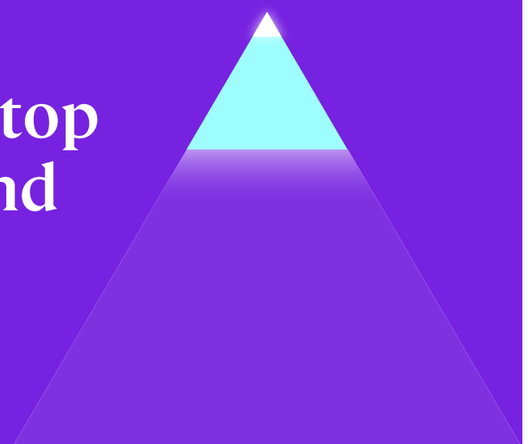
We're an ad hoc business support network that delivers enterprise-grade services, flexibly and cost effectively.

Local and global, we operate at all levels of business. We're technically adept, tactically proficient and strategically oriented.

Always ready to step into the breach, clients trust us implicitly. Our various business units tackle the most ambitious of projects within a carefully selected set of industries.

Agile and sensibly priced, we practice what we preach. We're leading a dynamic new force that's moving towards bigger, better and more ethical business.

Tip tip top of mind



Systematise, evangelise, globalise

Technical, tactical, ever-practical

10K60

Ad Hoc Happenings

packinetics

The Complete Package

hootsling

The Hootchute

HEART YOUR HOME

HOMESMITHS

I'M A NEW KIND OF BRAND IDENTITY AND I AM NOT FOUND IN THE USUAL PLACE IN A PIECE OF COMMUNICATION

BEFORE, I WAS A STRAIGHTFORWARD, TRADITIONAL BRAND AND I AM NOW THE PIVOT POINT IN A HIGHLY PERSONAL BRAND MESSAGING SYSTEM

I STRUCK OUT AS A CHALLENGER BRAND AND I AM NOW WORKING IN PARTNERSHIP WITH INCUMBENTS, EVOLVING ORTHOTICS TOGETHER





BEFORE, MY NAME FUNCTIONED AS EXPECTED AND I AM NOW MORE UNQIUELY PRESENTED SO THAT PEOPLE REMEMBER US BETTER

AND I AM NOW MORE IN TOUCH

AND I AM NOW MORE CONNECTED



ANDIAMO

biotactical gameware

brainattach

PERFORMANCE-ENHANCING ESPORTS TECH

fluent in

SEM, FBA, ASINS, SKUs, DSP, SEO, CRO, EBC, PPC, TAM, AOV, OTT, AMAZON, EBAY, ECOMMERCE, DIGITAL MARKETING & ACRONYMS

BRANDBOOKS

Built on a foundation of hard-won knowledge and uncommon insight, Emplicit is taking ecommerce to the next level.

By leveraging deep expertise we're bringing new ideas to the business. Tackling marketplace challenges head-on, we've re-invented ourselves with a clear brand purpose.

Our brand is not just about assets and organising principles. Our brand is also about how we think and speak about our business.

This brandbook explains our identity and demonstrates the brand in action. Take in the thinking. Take up the assets. Talk to your colleagues about how to do things better, collaborate and join us in elevating everything ecommerce.



Photographic images used throughout this brandbook are for illustrative purposes only and copyright remains with respective image owners.

Symbol

elevating platforms + enterprise-grade capabilities + people who win out

Emplicit

Intrinsicly linked to client success, we elicit trust and instil confidence. We combine ecommerce maximisation, done-for-you agency and strategic partnership.

With these ideas in mind, our symbol is a three dimensional letter 'E' on its side that can be understood in two ways. (1) A monumental, human-like, blocky figure with arms raised in triumph. This represents 'winning out' over the big and persistent challenges of ecommerce. (2) In two dimensions, three raised platforms represent the organising principle of our brand: 'elevate everything'.

Brand-idea

elevate everything

The central idea of our brand narrative, 'elevate everything', commits us to excellence in all that we do. It defines our approach to Ecommerce Maximisation and helps us create assets and organise our identity. It informs how we speak, what we write and design, and how we make decisions. We draw on this idea to add extra dimensions to visual and verbal messages. We interpret this idea as floating or levitation.

Brand personality



Supporting brand assets that impact on the brand personality on a strategic level should only be commissioned from highly skilled practitioners in brand identity origination.

There is a lateral dimension to the examples shown on this page. These differ from the literal and functional assets on page 10.

Adding meaning and depth, supporting visual assets help us to establish a cohesive brand identity experience (BIX). The assets shown on this page extend the conceptual aspect of our brand in various complementary ways. These are united by visual language and treatment of subject matter, and can be generated extensibly on an as-needs basis. The examples above carry a lateral reading or artistic aspect, which means that – in context – they can be understood in more than one way.

Brandmark



The symbol may be used as a standalone element. In social media the username is also usually the brand name so only use the symbol to avoid unnecessary repetition of Emplicit (see page 11).

Vector artwork is the starting point for creating a crisp rasterised symbol for use as social media avatars. Pixel dimensions across most social media channels is limited so it's important that the rasterised symbol is created from the original vector artwork.

Clear space

Ensure that a minimum clear space area is always in force around both the Emplicit brandmark and symbol. Use the 'i' of Emplicit to determine the clear space around both.

Minimum size

Apply common sense to set a minimum size that ensures legibility across print and digital media.

Brand as platform



Our brand is a platform, in every sense. Also related to our visual symbol (see page 5), this idea acts as our north star and reminds us that we're raising the bar in ecommerce. With this in mind, we make extensive use of two and three dimensional platforms throughout our identity. Some of these 'platforms' float above a surface.

Photography

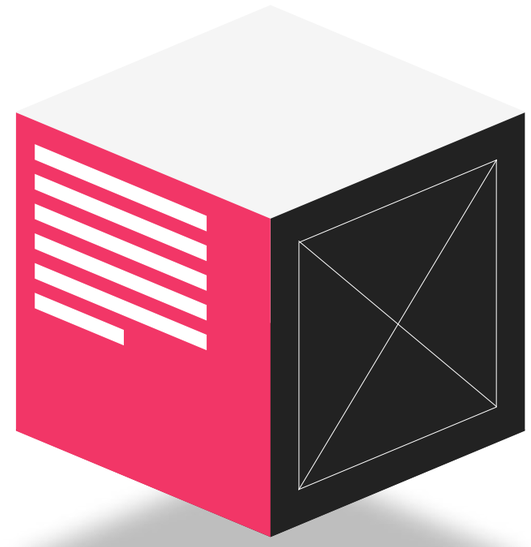


Coloured backgrounds for portraits can be a light tint of any colour. Ensure that the background colour always complements the subject.

Portraits may sometimes appear within circles. Keep the number of circular images to a minimum.

Imagery should feature people who are relaxed and confident, and photographed in a crisp and 'clean' way. Choose simple backgrounds of light greys and pastels that are complementary to the person and their attire. Present multiple images in a montage style. Treat images as platforms by floating them over each other. Enhance this treatment by using parallax scrolling where possible.

Emplicit



Brandbook

Understanding our brand identity

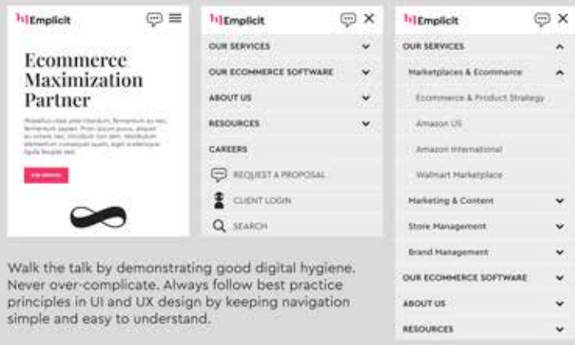
Website



Study the layout and content treatment of the website. Keep layouts sophisticated by using a minimum of elements. Always ensure that copy and visuals are of the highest quality. Additional examples appear on the following page.

Mobile menu

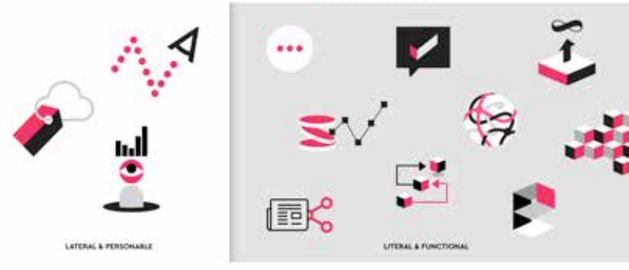
Use typeface weight, indents and scales to indicate hierarchy.



Walk the talk by demonstrating good digital hygiene. Never over-complicate. Always follow best practice principles in UI and UX design by keeping navigation simple and easy to understand.

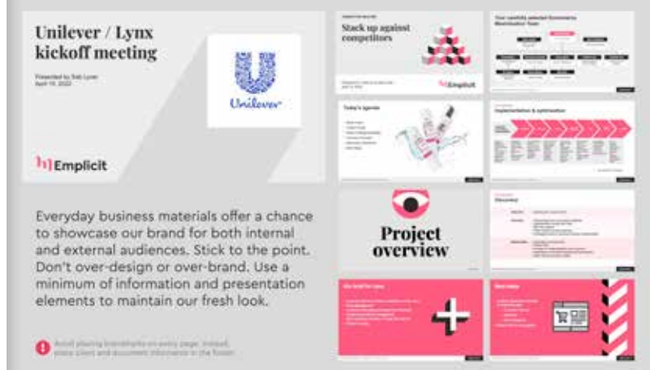
Visual language

Do not attempt to visualise products and services exhaustively. Keep the visual language abstract and focus on building the brand personality (see page 7).



By increasing the sophistication of visual and verbal messaging we add interest and build depth of meaning into our brand. The 'lateral and personable' assets carry a conceptual aspect, offering additional layers of meaning (see page 7). Bear in mind that these require a high degree of skill to generate. The 'literal and functional' assets are more direct in the interpretation of a message.

Presentations



Everyday business materials offer a chance to showcase our brand for both internal and external audiences. Stick to the point. Don't over-design or over-brand. Use a minimum of information and presentation elements to maintain our fresh look.

Avoid placing brandmarks on every page. Instead, make client and document information the focus.

Application examples of physical touchpoints



The conceptual visuals featured on this page are notional. Follow this Look & Feel when applying our brand to physical items.

Flairosol heralds a new era in trigger dispensing technology

Free from the many and various challenges faced by conventional aerosols and trigger dispensing products, Flairosol most often exceeds the high performance and increasing environmental demands of sprayable liquid product solutions

To better reflect the outstanding benefits of Flairosol we've re-imagined the brand identity. This brandbook demonstrates how we're signalling our global ambitions with our new brand

Our brand is not just about a brandmark, colour palette, graphic elements and application principles it's about how we think and speak about everything the brand stands for, for ourselves and our customers



BRAND-IDEAS

The visual and verbal marks that form the core of our brand work together to define an identity experience that is founded on unique ideas

Symbol
Brand-idea
Brandline
Brand personality
Two types of mist



SYMBOL

FLAIROSOL®



Implicit in our product offering is the consistent delivery of a fine mist. This is reflected in our abstract symbol of sprayed airborne droplets, which is also the letter F at an angle. This very simple yet rich symbol signals our ambition to scale-up our business globally and become the premium trigger-based dispensing technology of tomorrow. The dots also represent a multiplicity of products and product application types, and also the worlds of individual customers

BRAND-IDEA

MISTIFY



'Mistify' is an idea that communicates a key aspect of producing an aerosol spray, which by definition is a fine mist of airborne droplets. This idea is also a poetic play on the word 'mystify'. The double meaning enables us to create evocative brand messages with multiple interpretations relevant to the experience that customers have of our products. You'll find this idea working together with our abstract airborne droplets spray graphic* on many key applications

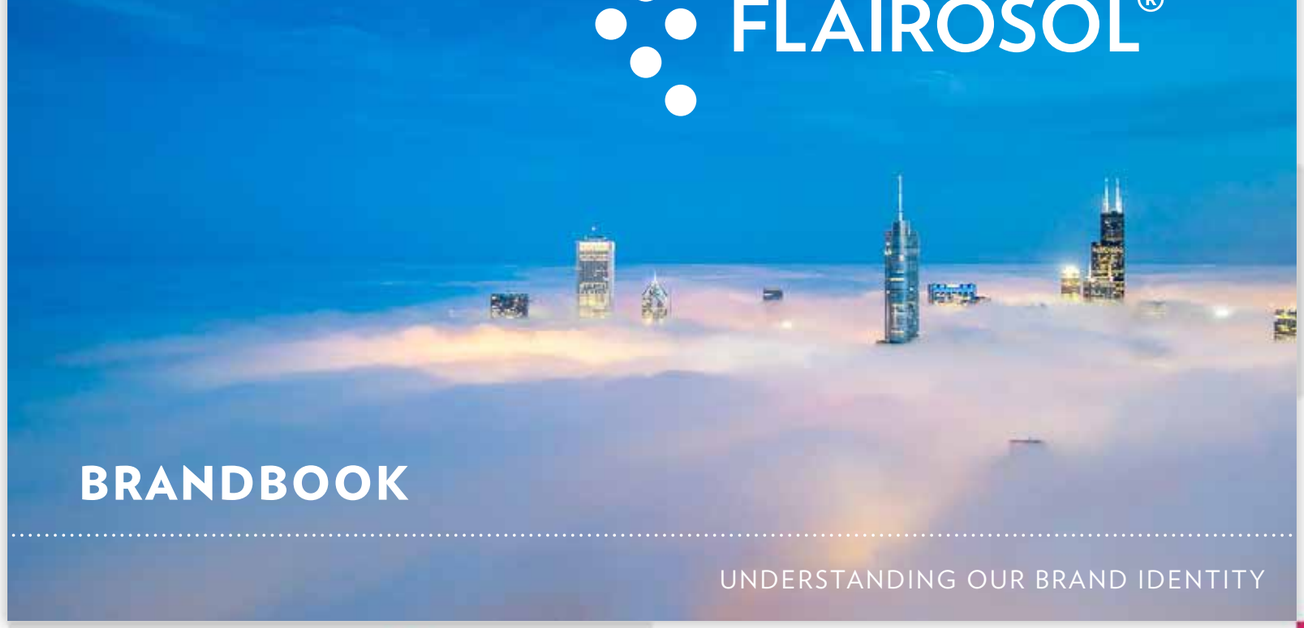
BRANDLINE



Our brandline 'mistifying solutions' extends on the 'mistify' brand-idea and offers additional interpretations that add depth to the understanding of what Flairosol does for customers. Flairosol literally produces a mist from liquid products and in this sense 'mistifies'. This brandline also indicates that the contained liquids are solutions to problems and cleverly suggests a 'mystification' of these solutions. In other words, the precise way in which a product solves a problem is hidden from view and appears to work in a way that can be described as mystical – and by association, magical

AFA DISPENSING

FLAIROSOL®



BRANDBOOK

UNDERSTANDING OUR BRAND IDENTITY

BRANDMARK – CLEAR SPACE & MINIMUM SIZE



Clear space
Ensure that around both versions of the Flairosol brandmark and separated wordmark and symbol a minimum clear space area is always in force. Use the 'F' of Flairosol to determine the clear space around each version of the brandmark and standalone wordmark, and use a double dot from the symbol when the symbol appears separate from the wordmark

Minimum size
In print and digital media, apply common sense to set a minimum size that ensures legibility, including also the legibility of the * symbol, whenever possible. At very small sizes it may sometimes be necessary to remove the * symbol

COLOUR PALETTE



The primary colours are deliberately neutral because the product brand colours are vibrant and often appear mixed together. The neutral primary colours also create an effect of 'restrained sophistication' that creates a 'reveal' of bright colour when the product is demonstrated. The secondary colours also allow for different colours of the Flairosol symbol

PRODUCT & BRANDMARK COLOURS



The Flairosol colour palette has been selected for product branding and versions of the brandmark with coloured symbols (see pages 31 & 38-56)

TYPOGRAPHY

VERLAG

Official typeface

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
EXTRA LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
BLACK

Flairosol uses only one official typeface for display and text, Verlag. Consistent and confident use of the Flairosol typeface will help ensure strong brand recognition

WEBSITE – ADDING COMPLEXITY



The landing page holds salient information for each page section. Either the subject contained in a circle is a link or a 'find out more' button takes the user to information rich pages for each section. The pages featured demonstrate in principle how to apply the brand and order information

INTRODUCTION & EXPERIMENT BOXES



Flairosol is all about what it can do for its customers' products from the inside out. With this in mind, the outsides of our Introduction and Experiment boxes are intentionally neutral to create a sense of drama for the products featured inside

We hope this brandbook has provided a good understanding of the new Flairosol brand identity and that you are inspired to use it to its full potential. We look forward to seeing the marketing materials that you and your teams produce using the elements as presented in this document

flairosol.com

@flairosol

Autoglass® BodyRepair is part of our family of brands. It is a separate but related service that expresses the close relationship with Autoglass® in its DNA.

BodyRepair should never appear without Autoglass® as a brandmark or in written form.



To ensure a better integration use the normal clear space rule for the Autoglass® brandmark (here and here).

Clear space area

Clear space

Ensure that a minimum clear space area is always in force around the brandmark. Use the 'A' of Autoglass® to determine the clear space.

Minimum size

In print and digital media, apply common sense to set a minimum size that ensures legibility, including also the legibility of the ® symbol, whenever possible.



Wherever possible the full colour brandmark should be used.

The brandmark must always be reproduced in opaque solid form. We never make it transparent in any way.

The brandmark should never appear over an image.

Only the versions featured on this page may be used. Be sure to only use official brandmark artwork.

Other versions may not be created.

The typeface is determined by the publication e.g. newspaper

Autoglass® BodyRepair

In body copy, our name is always written as Autoglass® BodyRepair.

Autoglass® is a registered trademark and is always followed by the registered trademark ® symbol. This is vital in protecting our brand name worldwide.

It is preferred that Autoglass® is written in lower case with a capital.

We never write our brand names in capitals.

The B and R of BodyRepair must always be capitalised and appear without a letter space separating the two words.

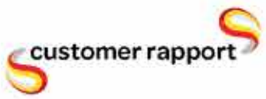
BodyRepair must never appear without Autoglass®.



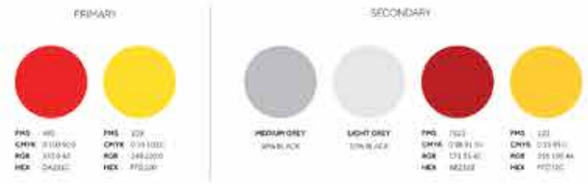
Our symbol captures the essence of our brand. It's an organic lowercase b that alludes to the sculptural outer forms of automotive vehicles, layers of paint and forming materials used to restore surfaces – suggesting also that the service is dynamic and adapts to the needs of our customers.

In promotional materials, the symbol may also be used to suggest that messages have been shaped. This adds another layer of distinction and visual interest to our brand and suggests that the service is shaped around the individual people who are our customers and colleagues.

See page 11 for application examples.



The brand symbol may be used as a verbal extension or associative device (here) but never in isolation. This is only permissible when the full brandmark appears elsewhere on the document.



Because our brandmark is visually complex, the rest of the brand is pared back and minimal. White is the main background colour throughout our brand experience, across all media. In lengthy documents, plain coloured panels and backgrounds of red, light grey and yellow may be used to create interest.

Avoid using panels and backgrounds of PMS 109, which can look cheap. Use the deeper yellow PMS 123 instead.

BRANDBOOK



Our symbol may be enlarged and cropped to create striking covers and rich secondary graphic elements. The symbol may also be used to contain images and produce curved container shapes.

When creating secondary graphic elements ensure that the symbol is cropped to produce bold, well-formed sections of colour.

For the secondary graphic elements the secondary colours of the symbol should be converted to the primary colours (see page 12).

For the secondary graphic the symbol is shown cropped to the minimum cropping and placement only.

Use curved container shapes (above here) to open up from the inside edge of the symbol.

The symbol may only be flipped on the vertical axis (not horizontal axis).

Consistent and confident use of our official typefaces help ensure strong brand recognition.

Omnes

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

OMNES LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

OMNES MEDIUM

Please do not limit to the weights featured on this page. All weights may be used but generally avoid the heavier weights as they can be overpowering.

Primary typeface

Our display typeface is Omnes, which expresses the personality of our brand in text at large sizes. See page 11 to see how we use this typeface.

Secondary typeface

The secondary typeface is Effra, which is a functional san serif that should be used for all body copy.

For online and internal use, the Arial family should be used.



These examples show how our brand assets should be combined to produce materials across all media. We always follow industry-standard, best-practice principles in print collateral and digital design. Our overriding brand principle is to keep things simple but not at the expense of distinction and brand personality.







Our symbol has been created as part of a more extensive brand experience.

These elements are subject to further development and should only be considered for use as part of a broader, next stage strategic initiative.

Final artwork is not yet available for these brand assets.

Consult senior brand management about using this brand world.

CREDENTIALS

Jul 03 – present	Freelance	Futurebrand, Aeron, Prophet, Wondersphere, Breakfast, Good Agency, Saatchi Masius, Ore, The Field, Interbrand, The Partners, Blue Marlin, Design Portfolio, MerchantCantos, Allen International, Soullelis Studio, SCG International, Siegel+Gale, Landor Associates, Karakter, Appetite, Henrion Ludlow Schmidt, Deep Creative, Mirror Image
		Direct clients: That Group, Entryphone, Ashcroft Financial Solutions (Pense), 10K60, Brainattach, Exclin, AFA Dispensing (Flairosol), Avaloq, Praxent, Orthoform, Volacci, Bigfoot Consulting, Astonish Design, Heritage Architecture, Julian Hearn, Asterisk Investments, Jooma Coffee, Wiloh, Equate Translations, Salon Gallery, Resaura
Jun 00 – Jun 02	Full-time	Dragon Brand Consulting (now Dragon Rouge)
Jul 99 – Apr 00	Freelance	Dragon Brand Consulting (now Dragon Rouge), Interbrand (Amsterdam), The Team
	Education	Technikon Witwatersrand (University of Johannesburg) 1. National Diploma: Graphic Design 2. Partial Diploma: 3 Dimensional Design (Product Design) 3. Additional courses: SAB Entrepreneurial Program

	B2B	B2C	B2B2C	WORKPLACE	3RD SECTOR
Big brands	Emplicit (Sunken Stone) Trellix Healthcare at Home (Sciensus) Capgemini Koine Avaloq AFA Dispensing IMS Health (IQVIA) SES Idea (Adecco) ...	Royal London National Renters Alliance Caffé Nero The Heart of Europe Argos Saga at Home Shell Modis (Adecco) Emivest Wiley Eksmo ...	Avast Velcro Autoglass® (BodyRepair) The Cronin Group The First Group Bac A Bank Bank al Etihad Bank of Beirut Qtel (Ooredoo) Life Bank Pick n Pay ...	TFG Fitness British Airways Vodafone	VSO
SMEs	Entryphone Wondrous (Coachmatch) Bzar (Torque Omni-channel) Small Science Ashley House Praxent (Astonish Design) Orthoform Volacci ...	Salt (Galvan) Homesmiths Copper Dog Quaich Salon Gallery Jooma			
Scale-ups			Pense (Aschroft)		
Startups	10K60 Packinetics (10K60) Hootsling (10K60) Exclin	Vocho Cognotiva Julian Hearn	Caju Upside		
Government & Parastatals	ITFC UKTI	Allied Healthcare Dubai Events Holding	Heritage Architecture SABS Design Institute	SAMI Saudi Aramco	
High net worth individuals		Conurbia Asterisk Investments Jalanbo Hawksford			
Product	Flairosol (AFA Dispensing) Jonathan Ward London		Brainattach		

INSPIRE
DISTINCTION

BUSINESS STRATEGY

BRAND STRATEGY

BRAND IDENTITY ORIGINATION

